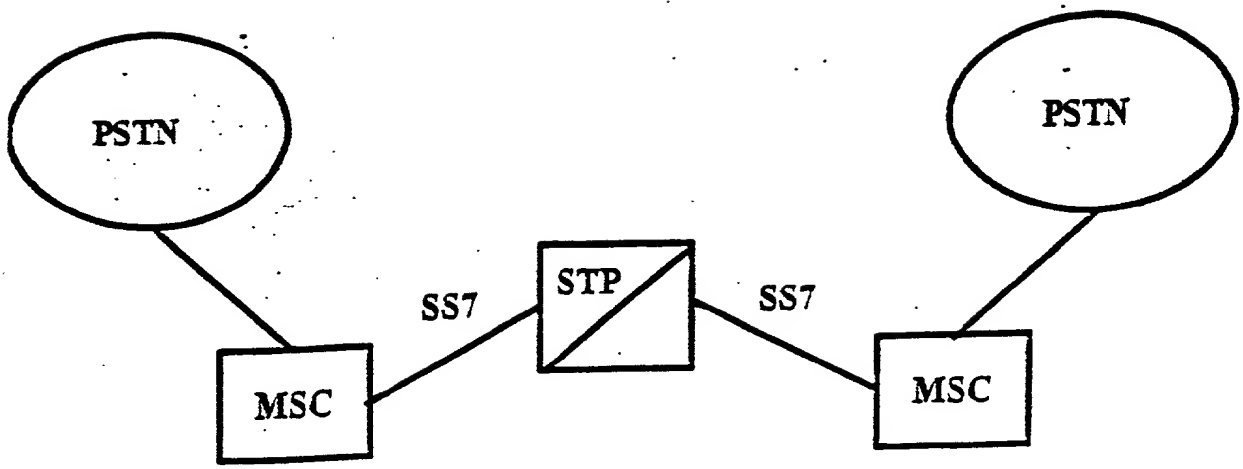

PSTN
PSTN
SS7
STP
SS7
MSC
MSC

Fig. 1

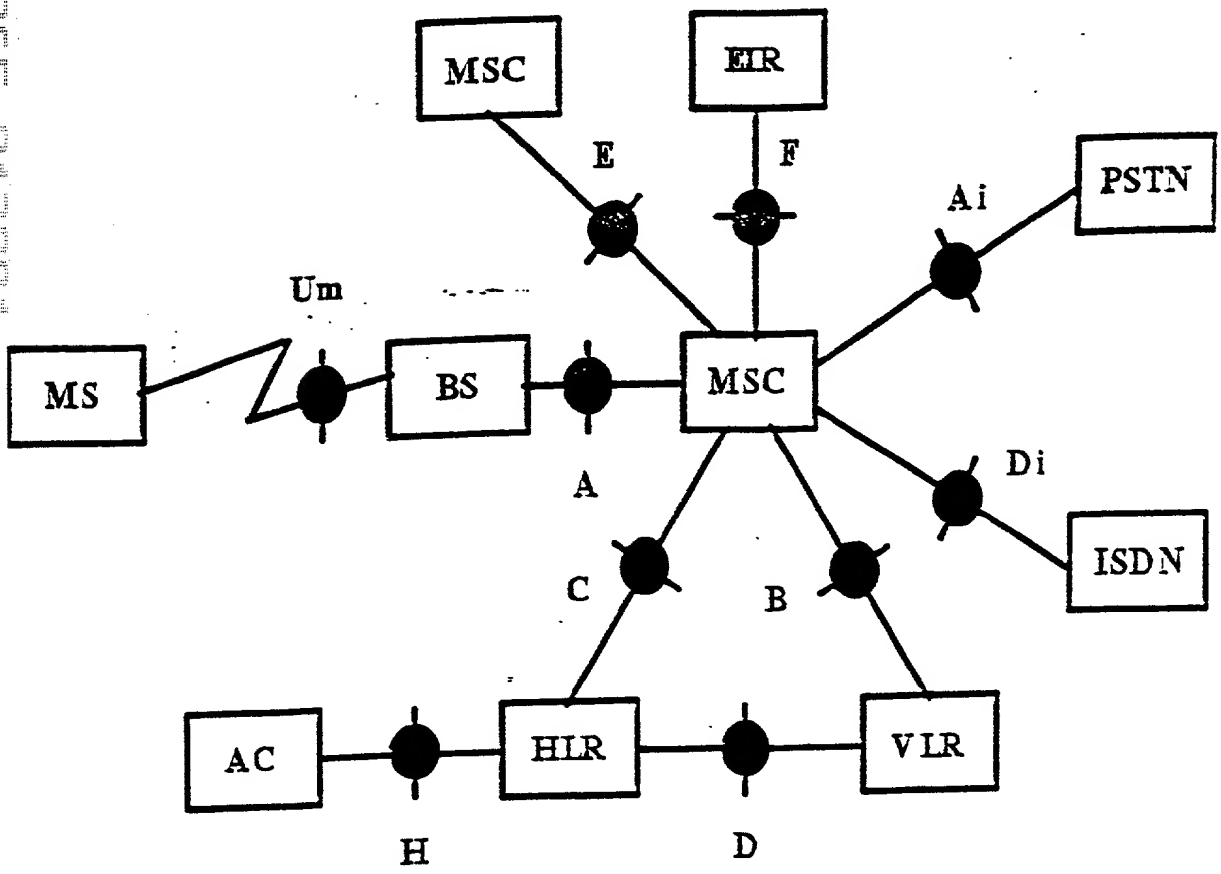

MSC
EIR
E
F
Ai
PSTN
Um
MS
BS
MSC
A
Di
ISDN
C
B
AC
HLR
VLR
H
D

Fig. 2

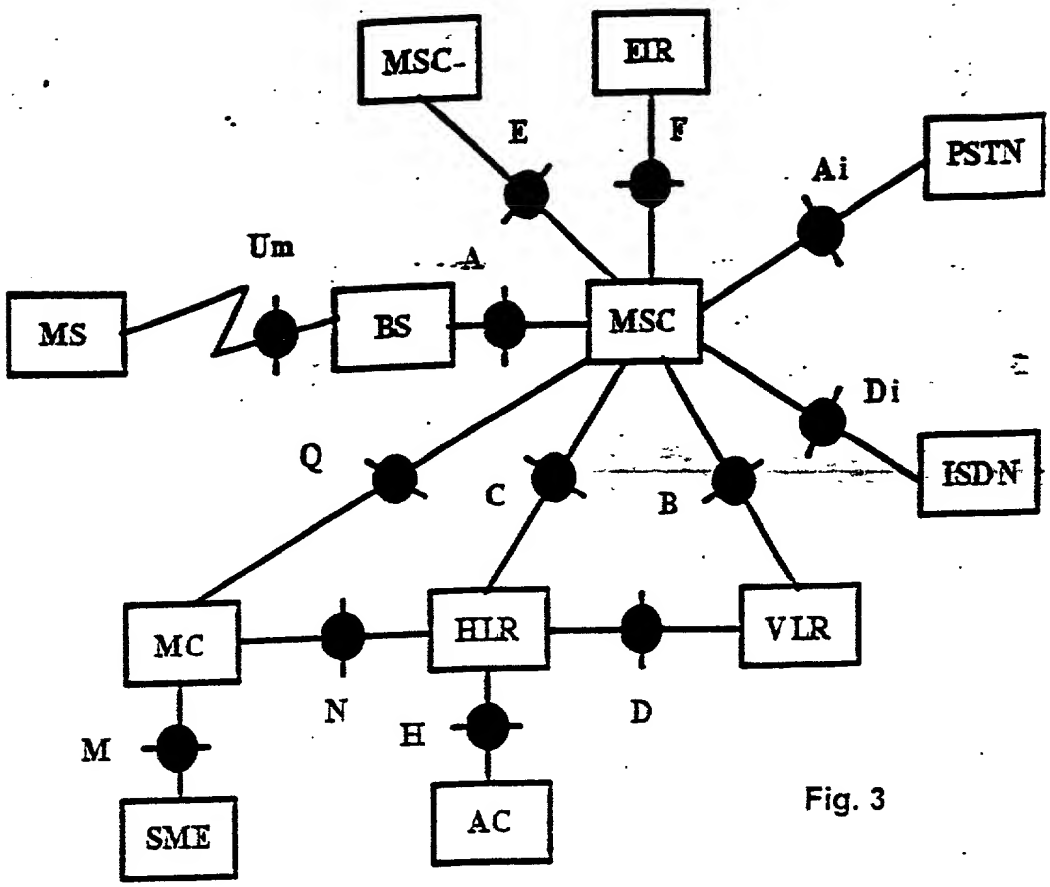

MSC-
EIR
E
F
Ai
PSTN
Um
A
MS
BS
MSC
Di
ISDN
Q
C
B
MC
HLR
VLR
N
D
M
H
SME
AC

Fig. 3

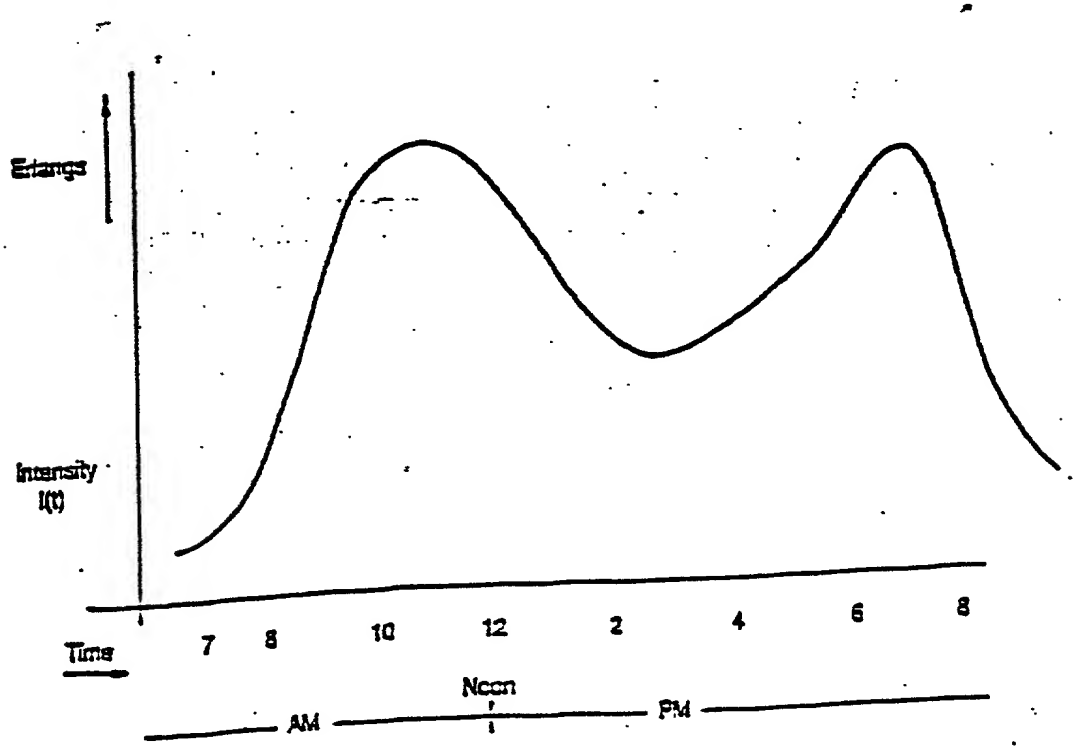

Erlangs
Intensity
I(t)
Time
7
8
10
12
2
4
6
8
Noon
AM
PM

Fig. 4

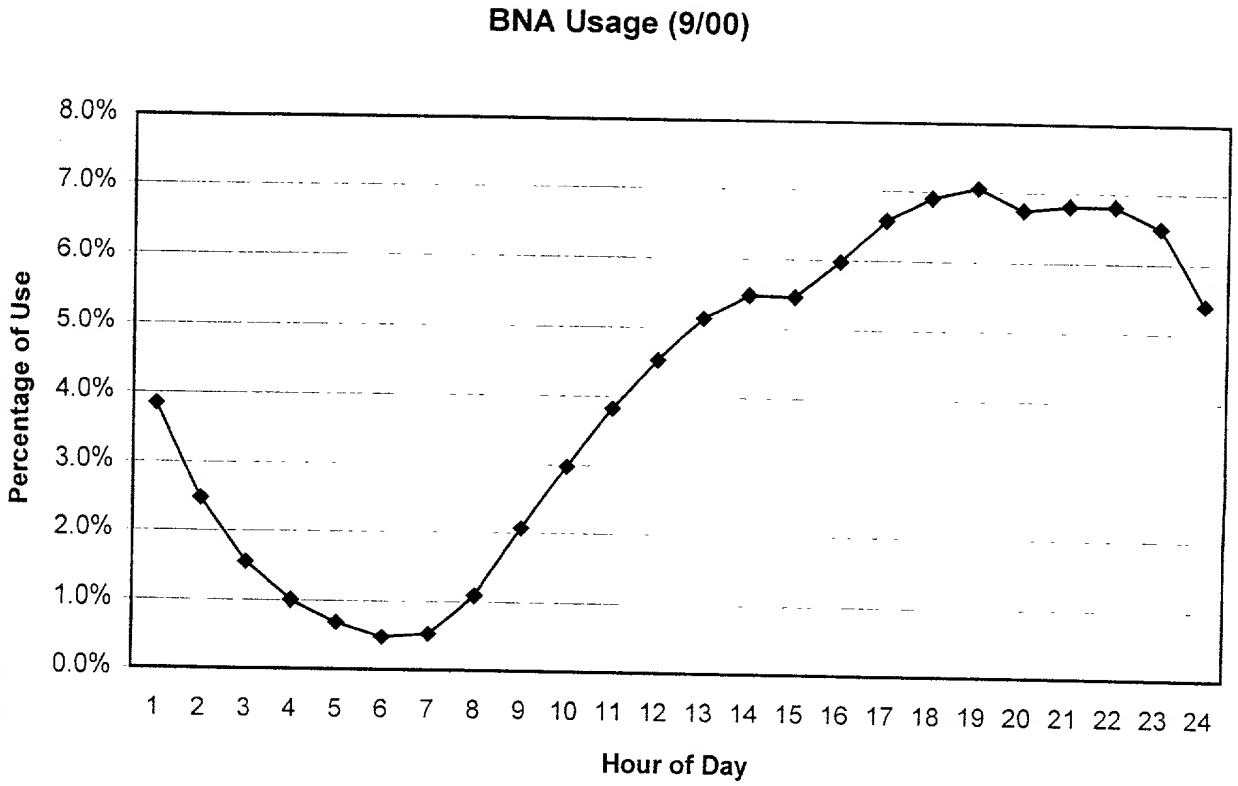
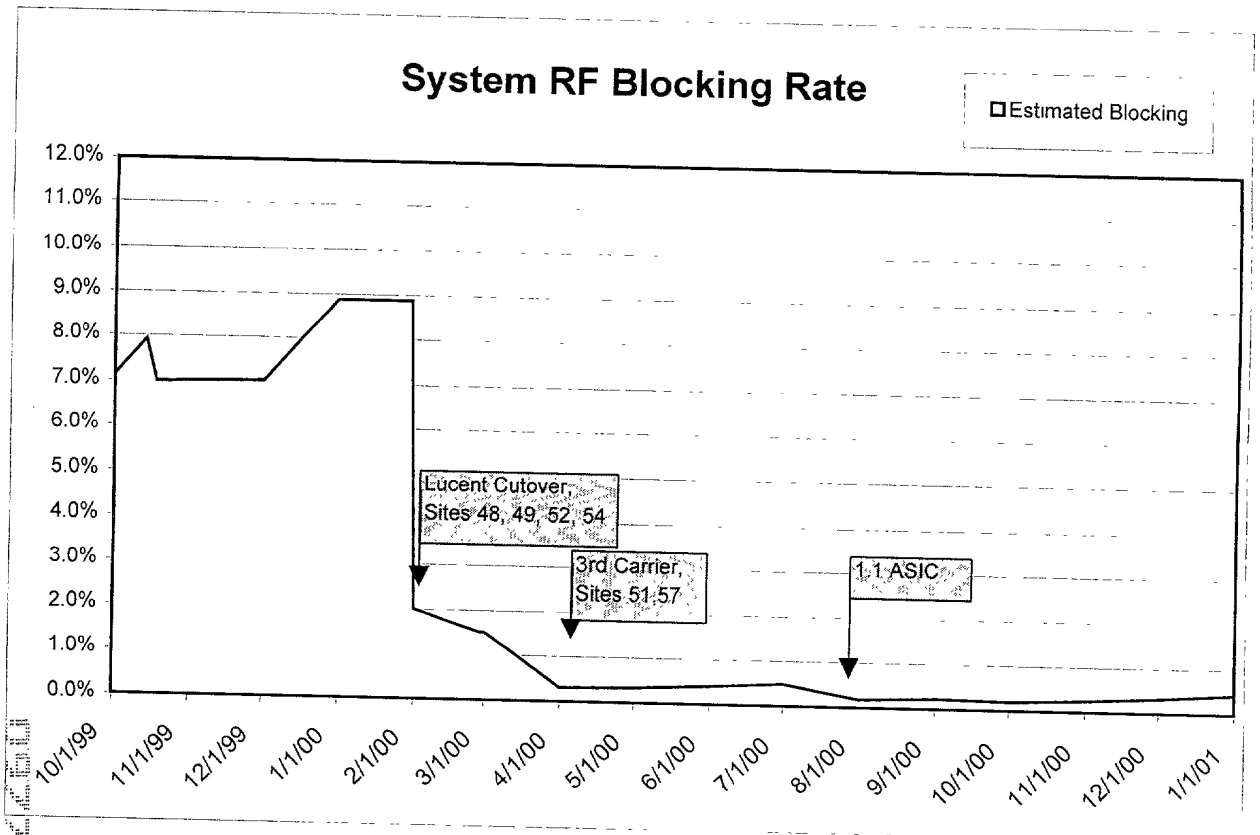

BNA Usage (9/00)
Percentage of Use
8.0%
7.0%
6.0%
5.0%
4.0%
3.0%
2.0%
1.0%
0.0%
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24
Hour of Day

FIG. 5


System RF Blocking Rate
Estimated Blocking
12.0%
11.0%
10.0%
9.0%
8.0%
7.0%
6.0%
5.0%
4.0%
3.0%
2.0%
1.0%
0.0%
Lucent Cutover, Sites 48, 49, 52, 54
3rd Carrier, Sites 51,57
1.1 ASIC
10/1/99
11/1/99
12/1/99
1/1/00
2/1/00
3/1/00
4/1/00
5/1/00
6/1/00
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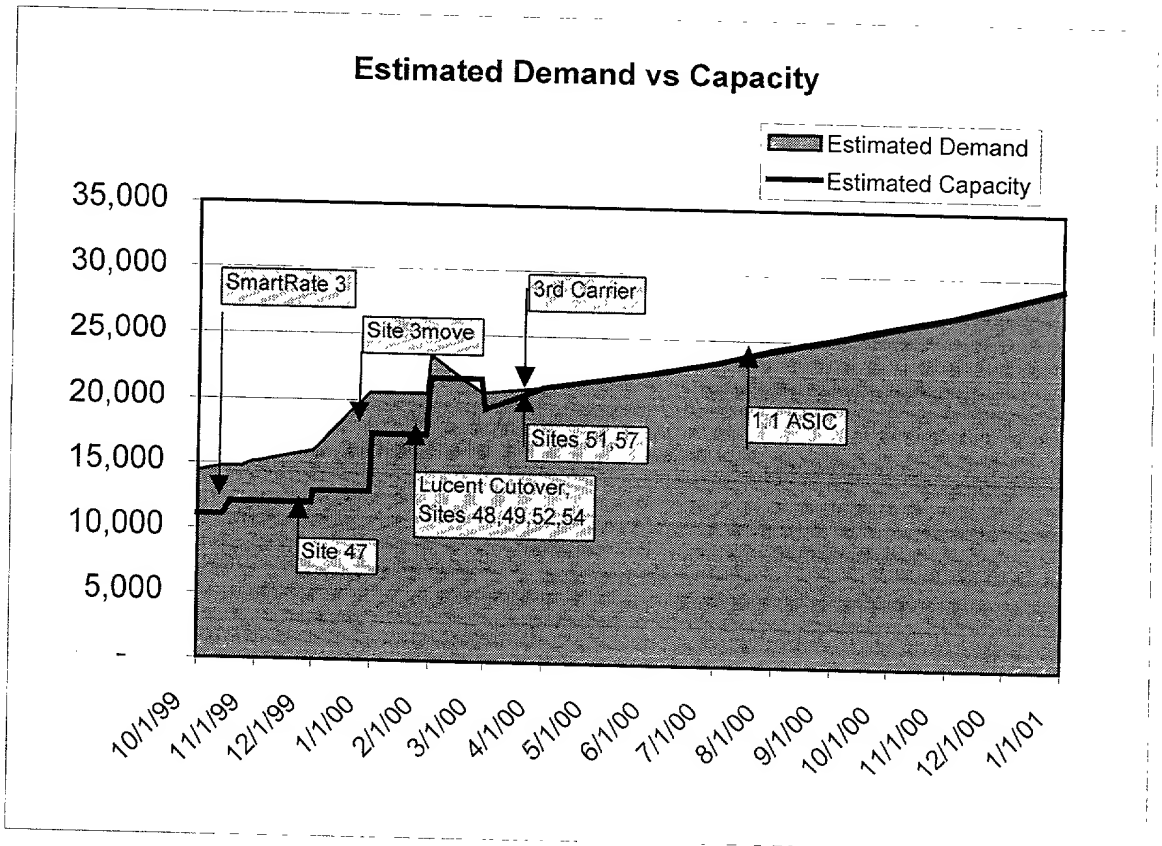
9/1/00
10/1/00
11/1/00
12/1/00
1/1/01

FIG. 6


Estimated Demand vs Capacity
Estimated Demand
Estimated Capacity
35,000
30,000
25,000
20,000
15,000
10,000
5,000
-
SmartRate 3
Site 3move
3rd Carrier
Sites 51,57
1.1 ASIC
Lucent Cutover, Sites 48,49,52,54
Site 47
10/1/99
11/1/99
12/1/99
1/1/00
2/1/00
3/1/00
4/1/00
5/1/00
6/1/00
7/1/00
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9/1/00
10/1/00
11/1/00
12/1/00
1/1/01

FIG. 7

FOREIGN SERVICE

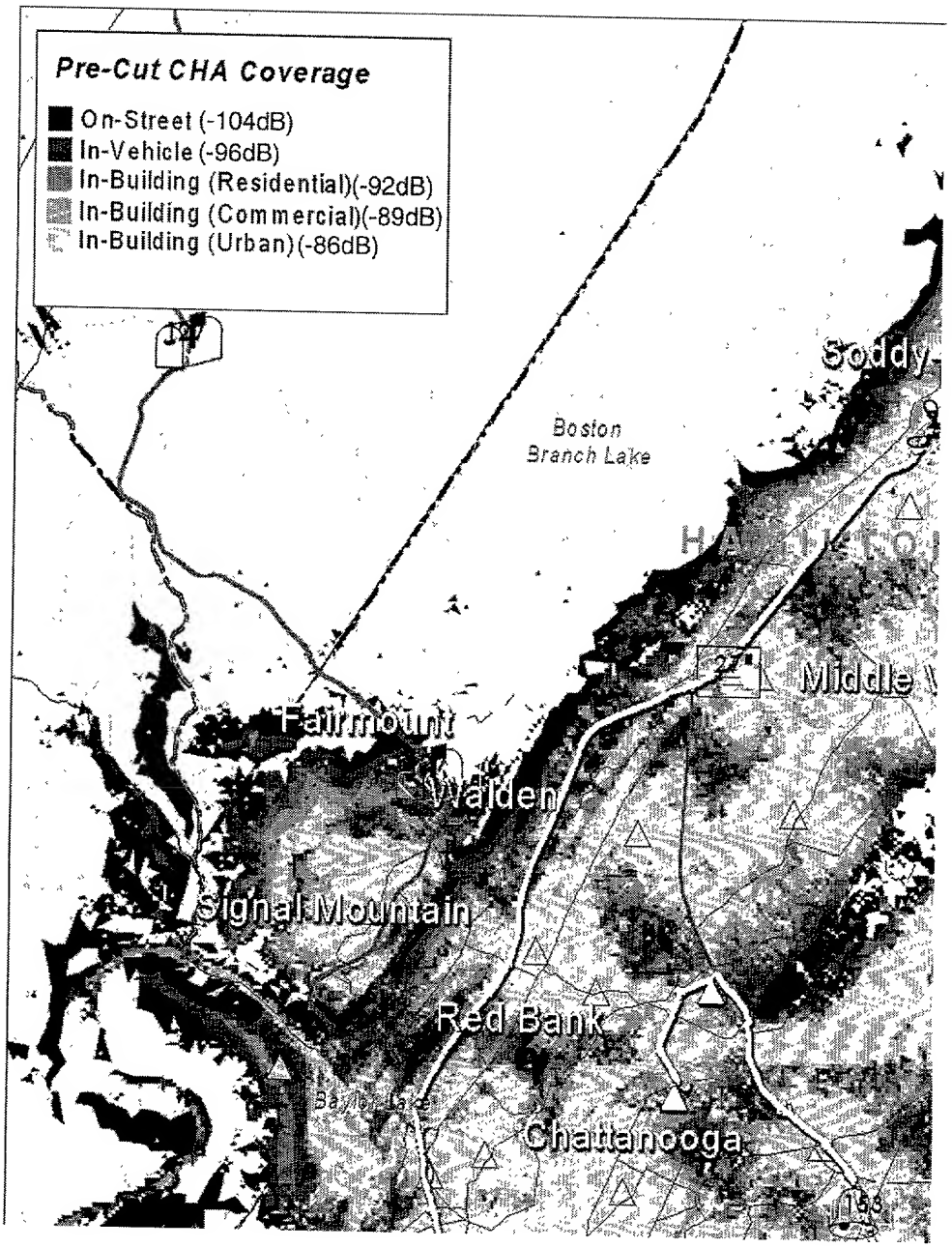

FIG. 8A

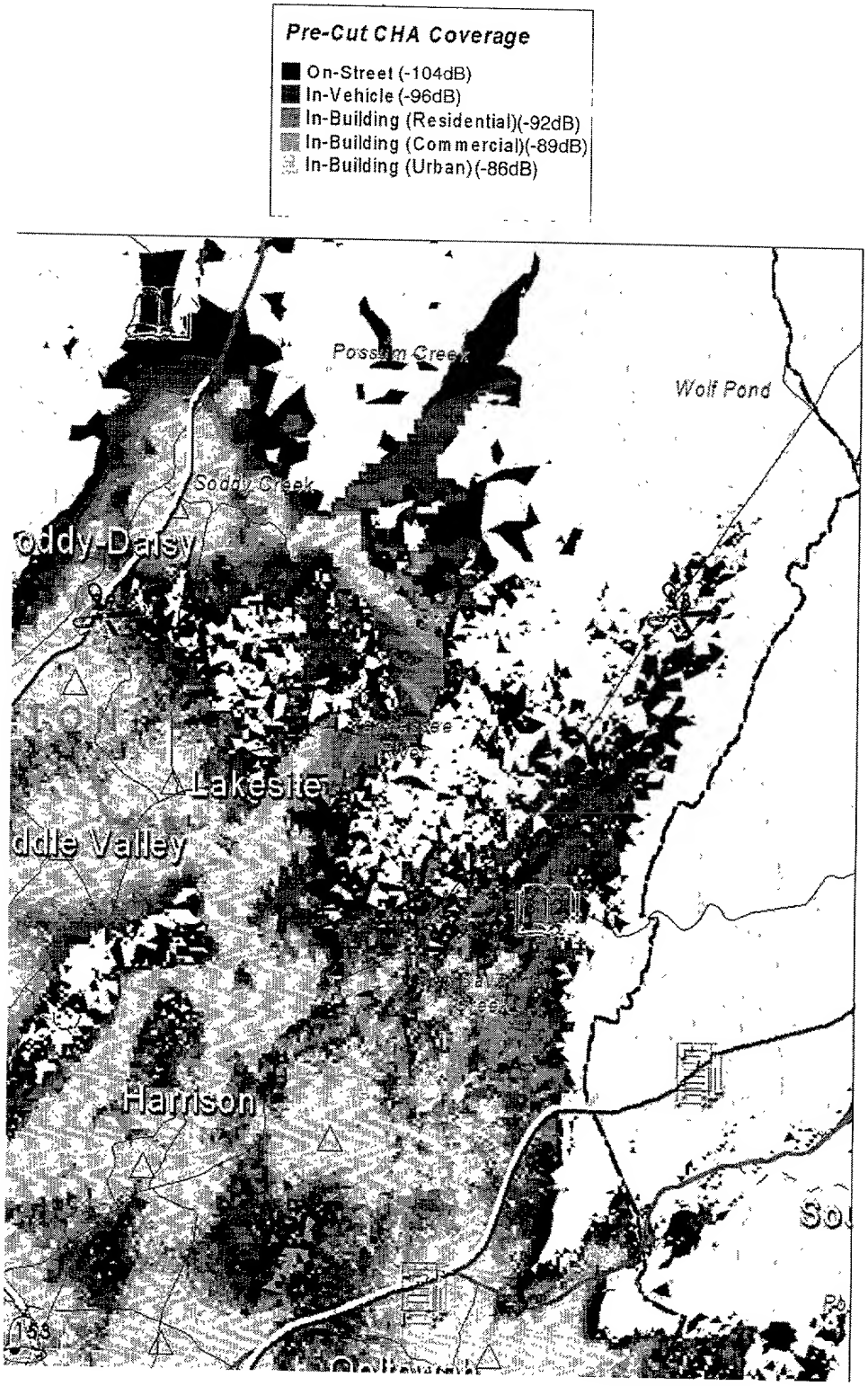
Pre-Cut CHA Coverage
On-Street (-104dB)
In-Vehicle (-96dB)
In-Building (Residential)(-92dB)
In-Building (Commercial)(-89dB)
In-Building (Urban)(-86dB)
Possum Creek
Wolf Pond
Soddy Creek
oddy-Daisy
Lakesite
ddle Valley
Harrison
153

FIG. 8B

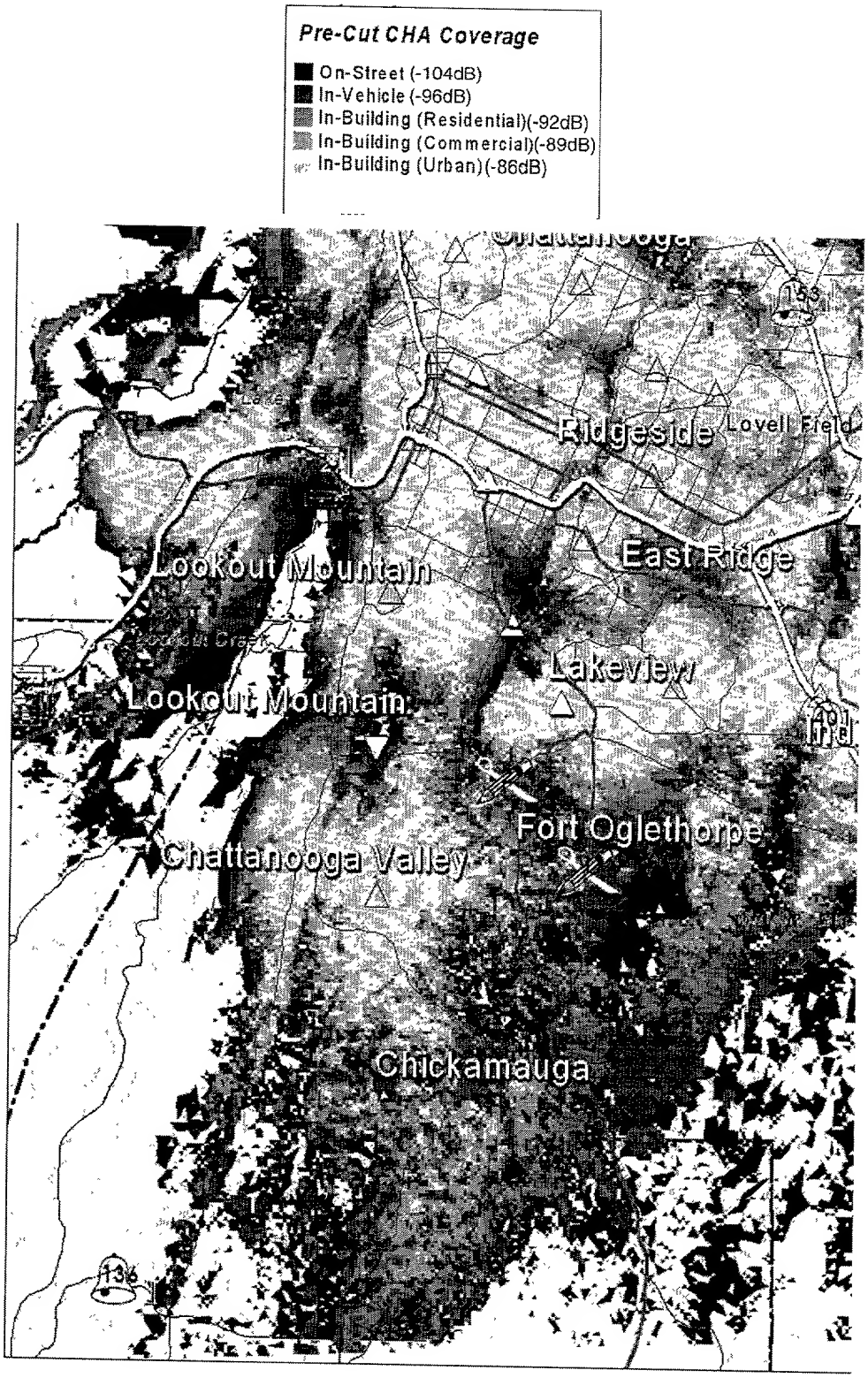
Pre-Cut CHA Coverage
On-Street (-104dB)
In-Vehicle (-96dB)
In-Building (Residential)(-92dB)
In-Building (Commercial)(-89dB)
In-Building (Urban)(-86dB)
Ridgeside
Lovell Field
East Ridge
Lookout Mountain
Lakeview
Lookout Mountain
Fort Oglethorpe
Chattanooga Valley
Chickamauga
153
136

FIG. 8C

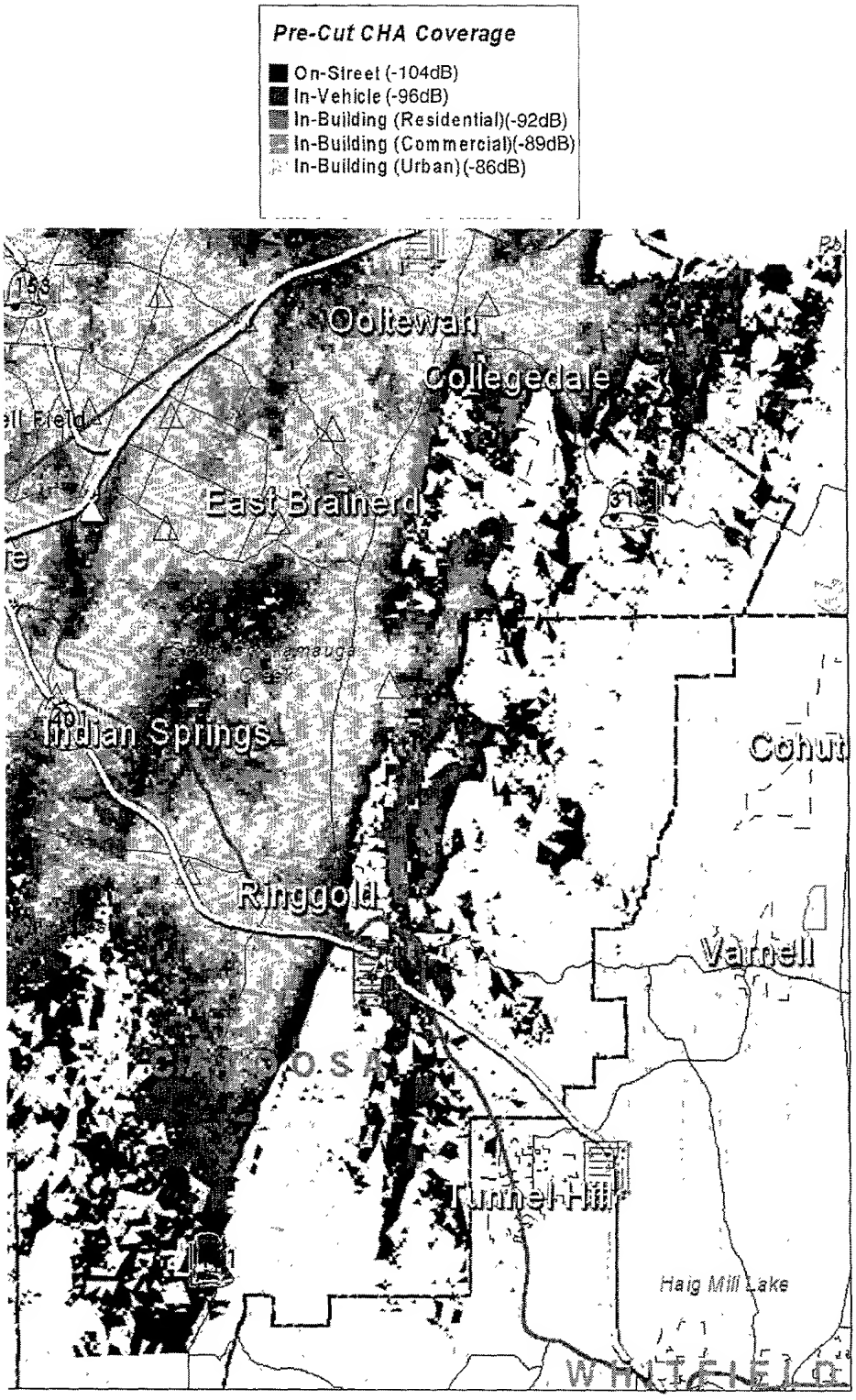
Pre-Cut CHA Coverage
On-Street (-104dB)
In-Vehicle (-96dB)
In-Building (Residential)(-92dB)
In-Building (Commercial)(-89dB)
In-Building (Urban)(-86dB)
Odlawan
Collegedale
East Brainerd
Indian Springs
Ringgold
Cohutt
Varnell
Tunnel Hill
Haig Mill Lake

FIG. 8D

Docket 5966/260

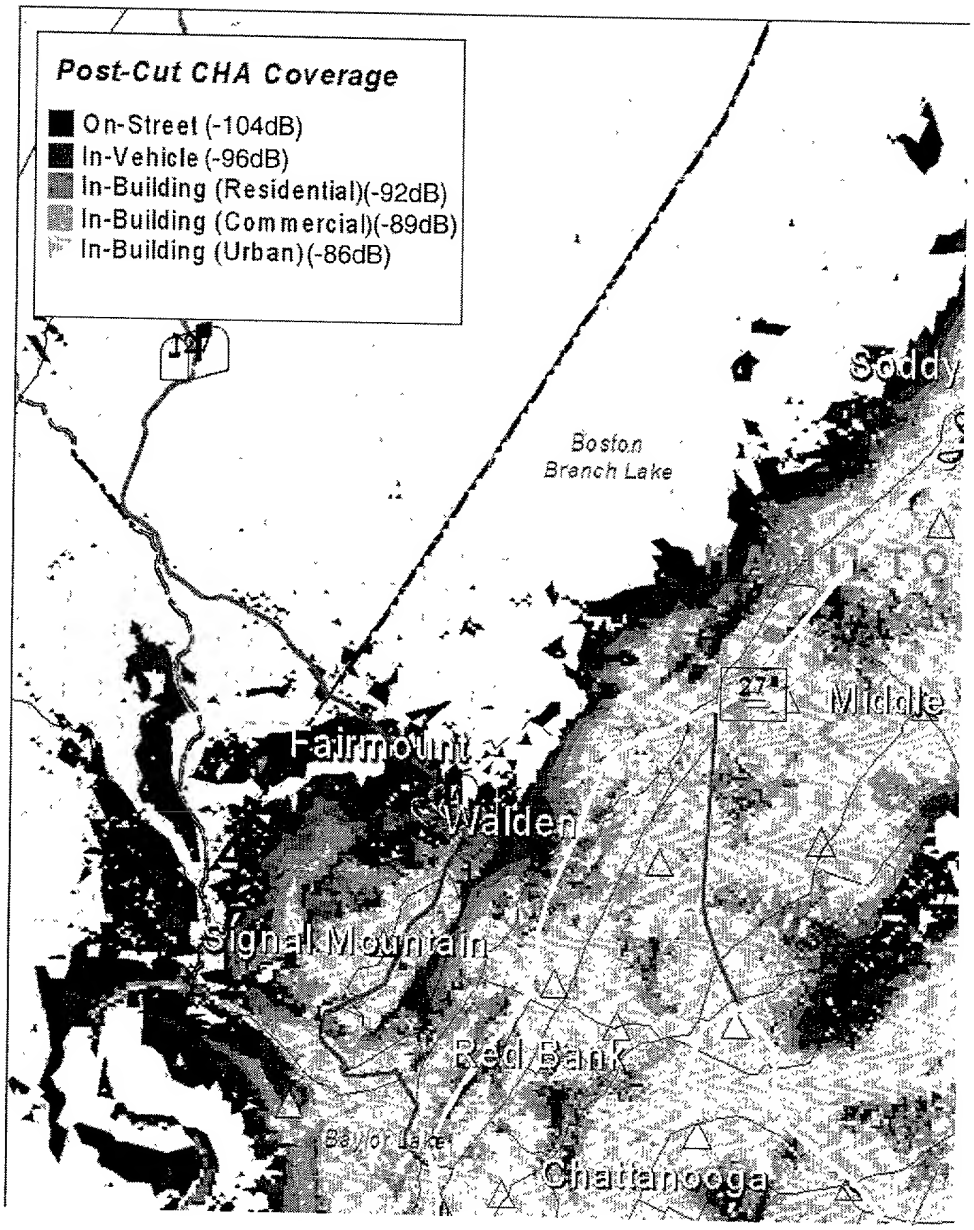

Fig. 9A

Patent Application Publication Sep. 24, 2009 Sheet 9 of 9 US 2009/0239548 A1

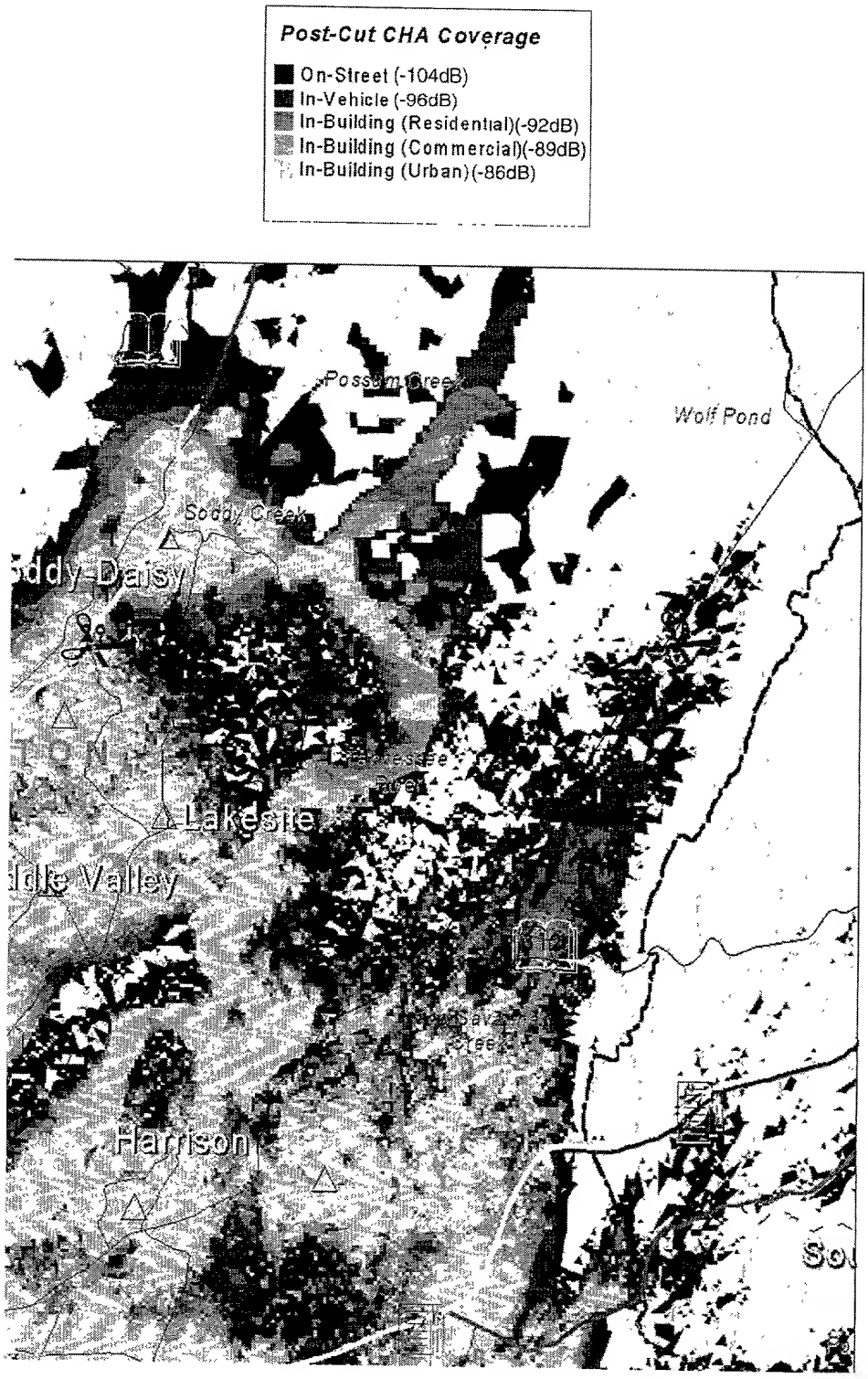

FIG. 9B

Case No. 5802/CD

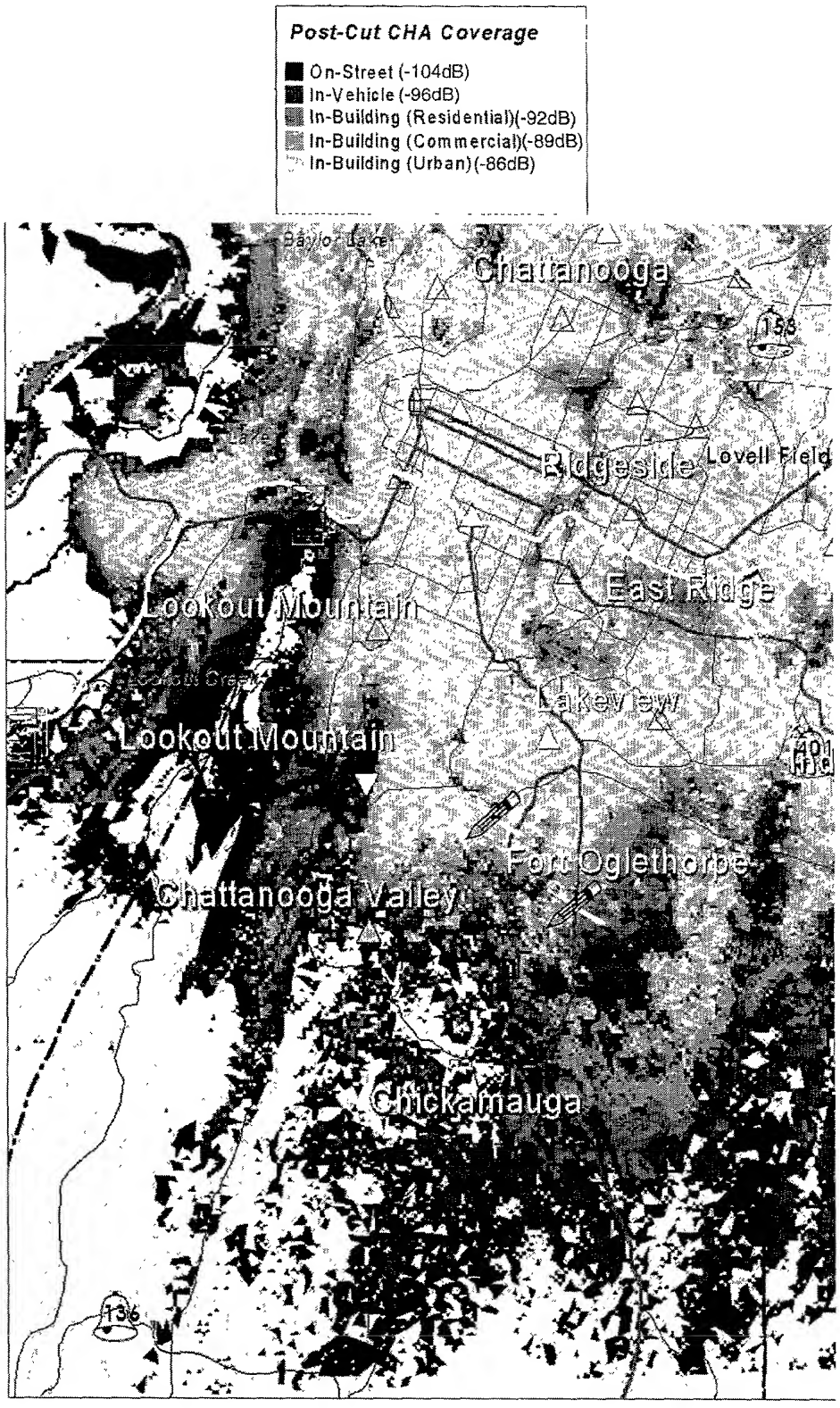

FIG. 9C

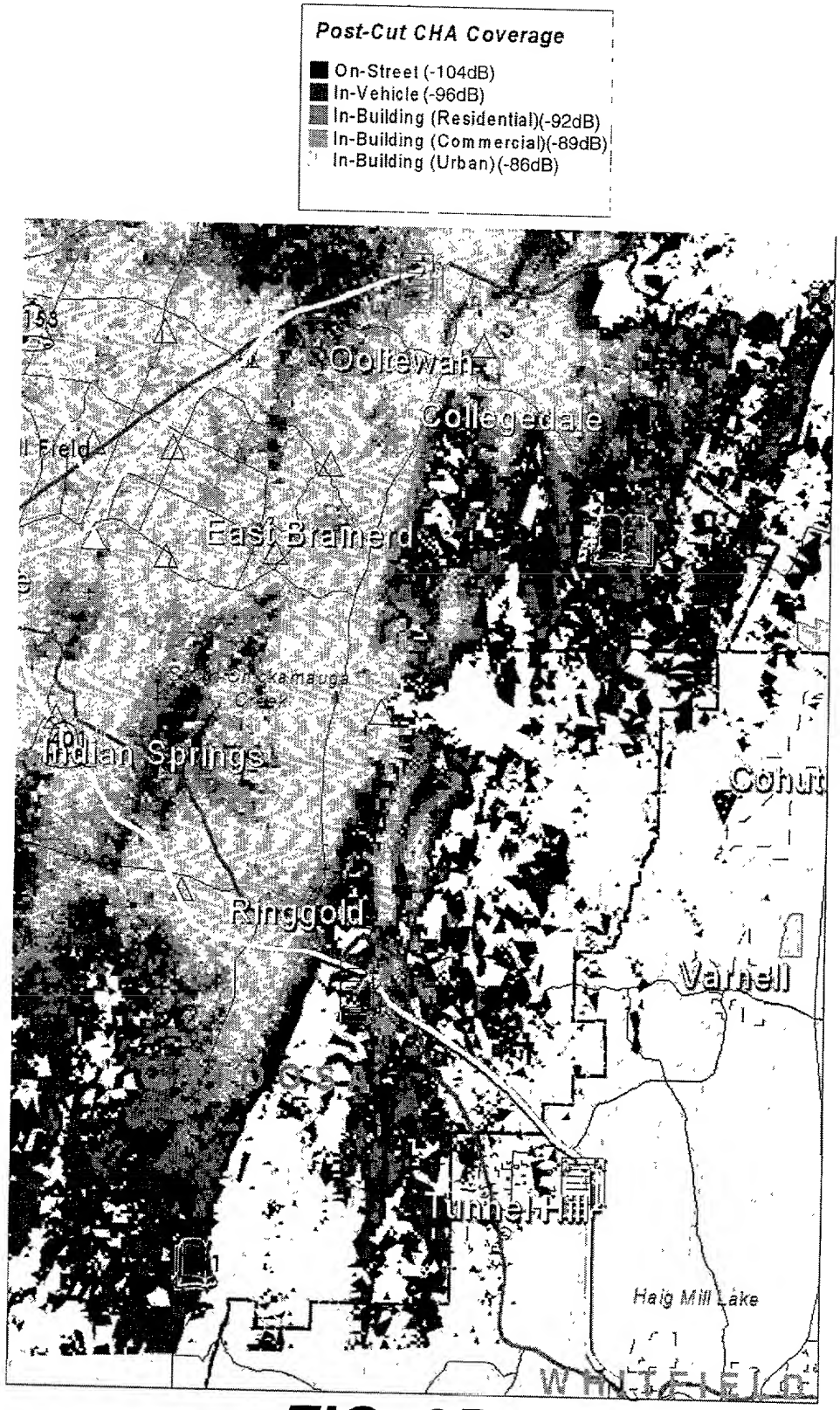
Post-Cut CHA Coverage
On-Street (-104dB)
In-Vehicle (-96dB)
In-Building (Residential)(-92dB)
In-Building (Commercial)(-89dB)
In-Building (Urban)(-86dB)
153
Collegedale
East Brainerd
Indian Springs
Ringgold
Varnell
Tunnel Hill
Haig Mill Lake

FIG. 9D

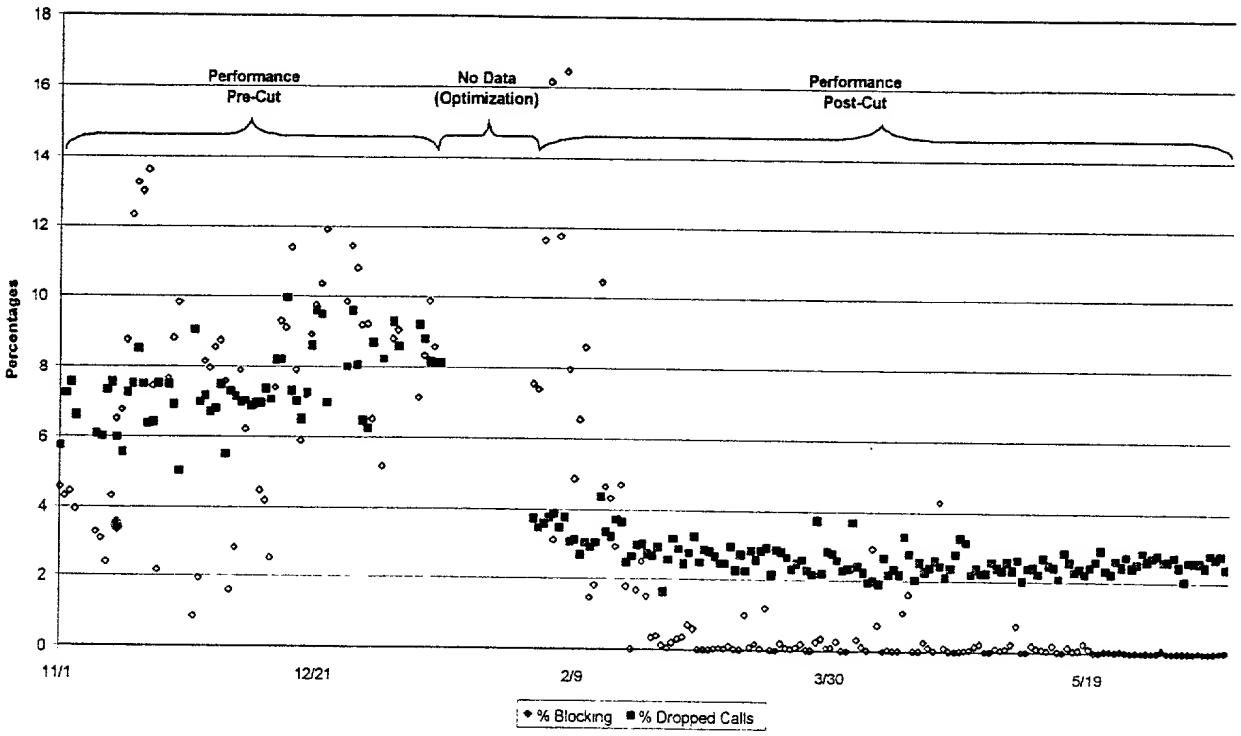

FIG. 10a

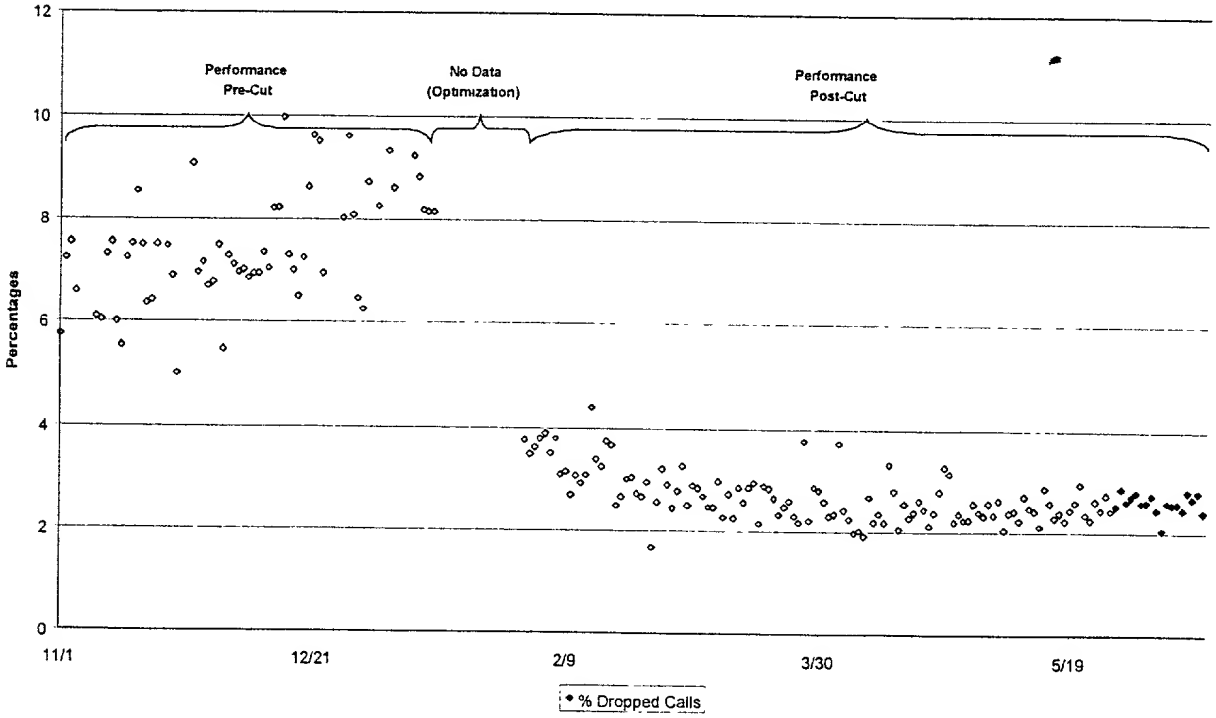

FIG. 10b

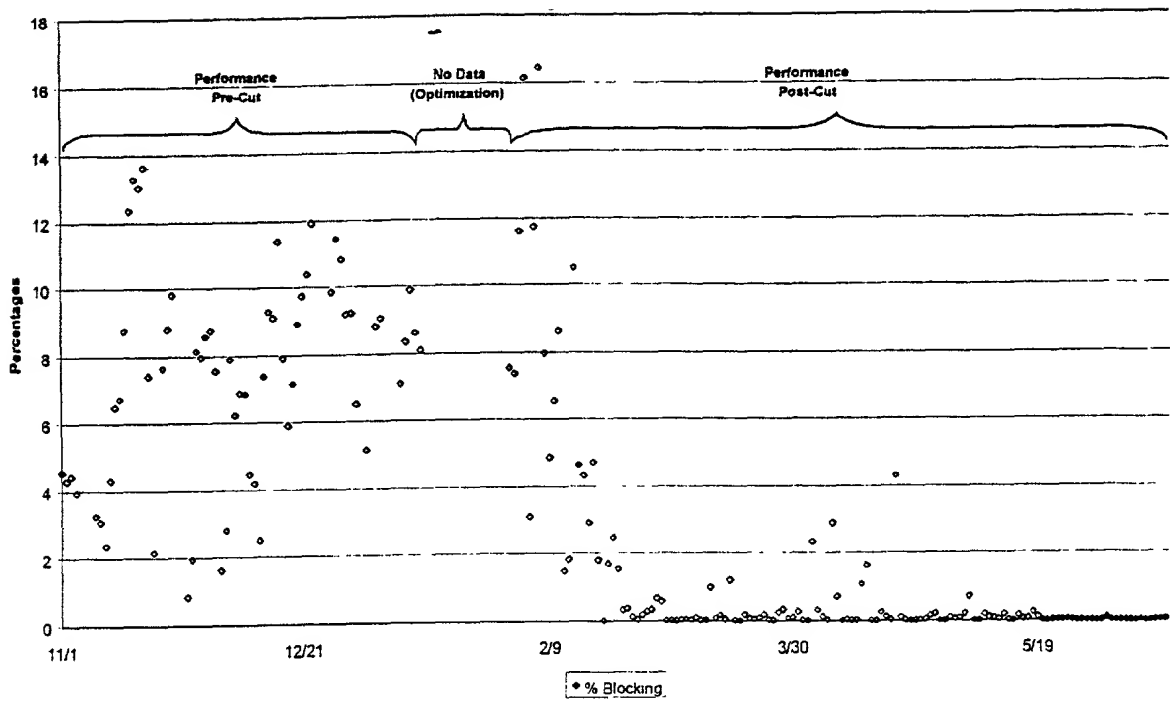

FIG. 10C

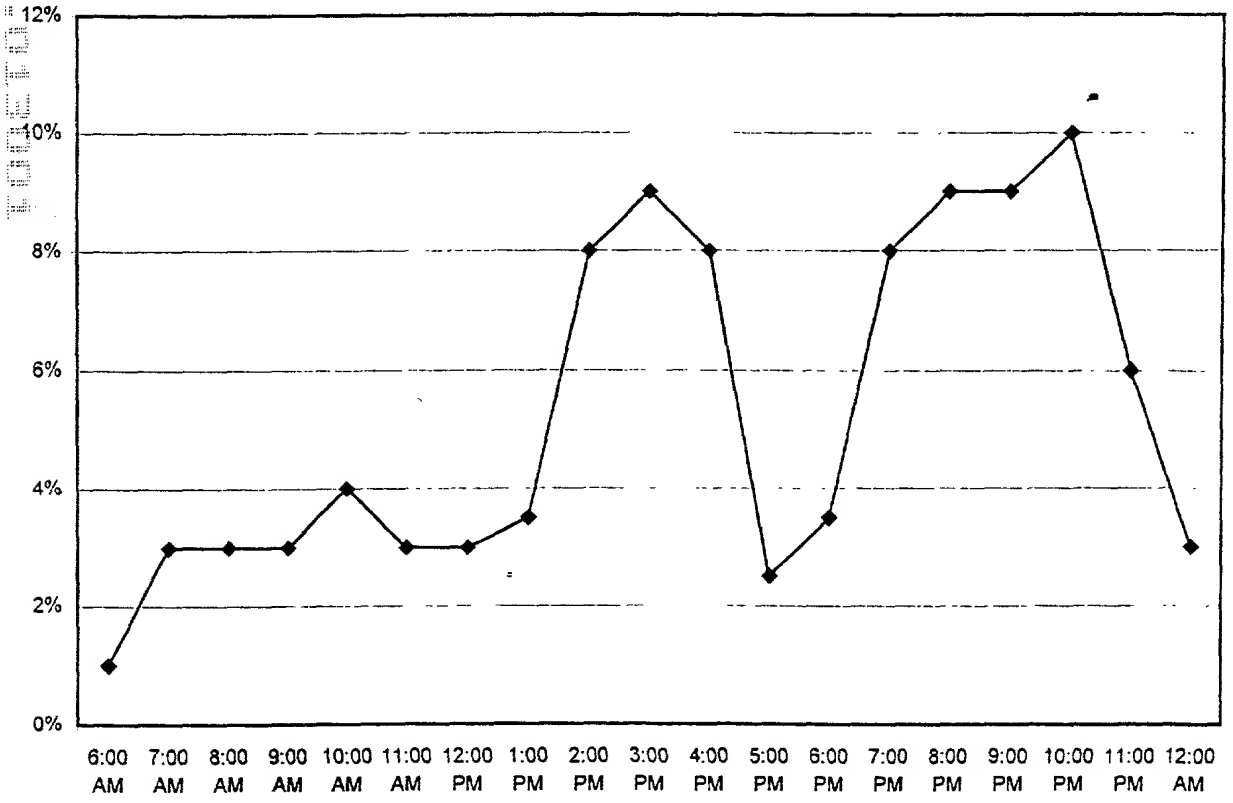

Fig. 11

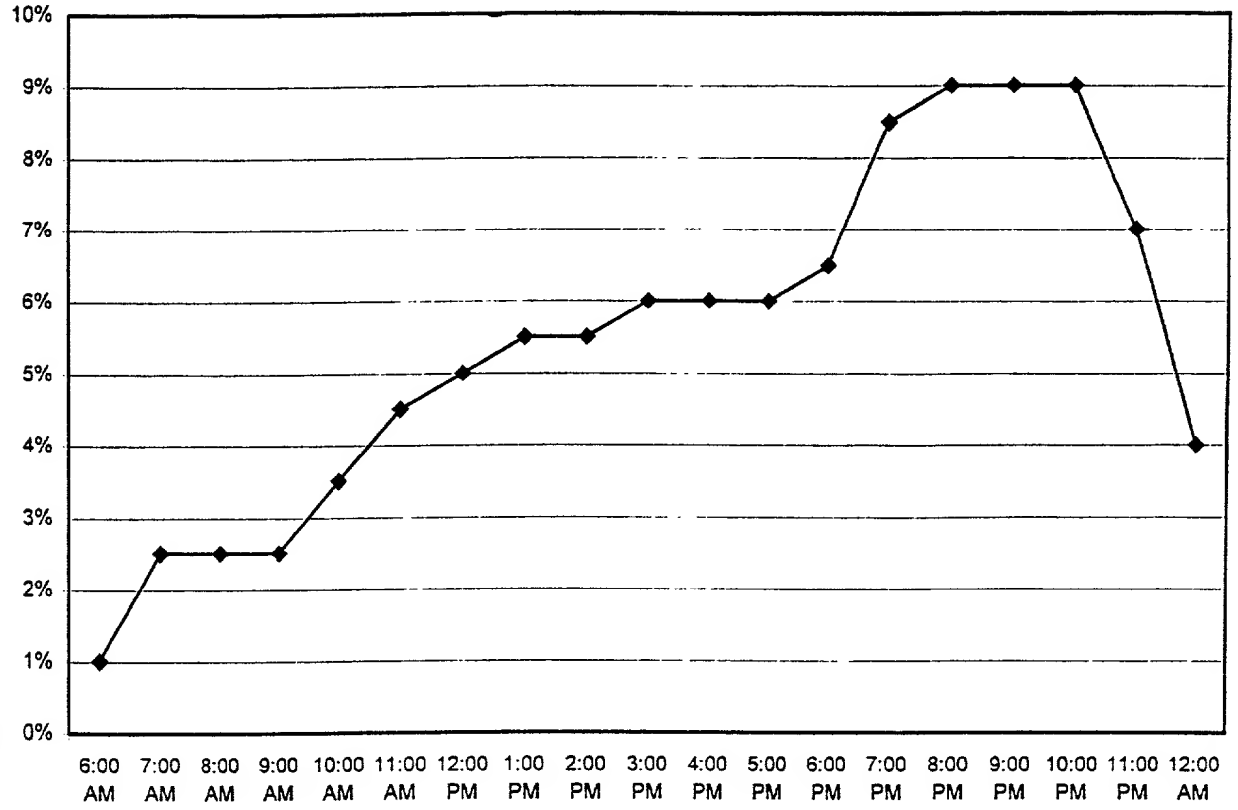
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Fig. 12

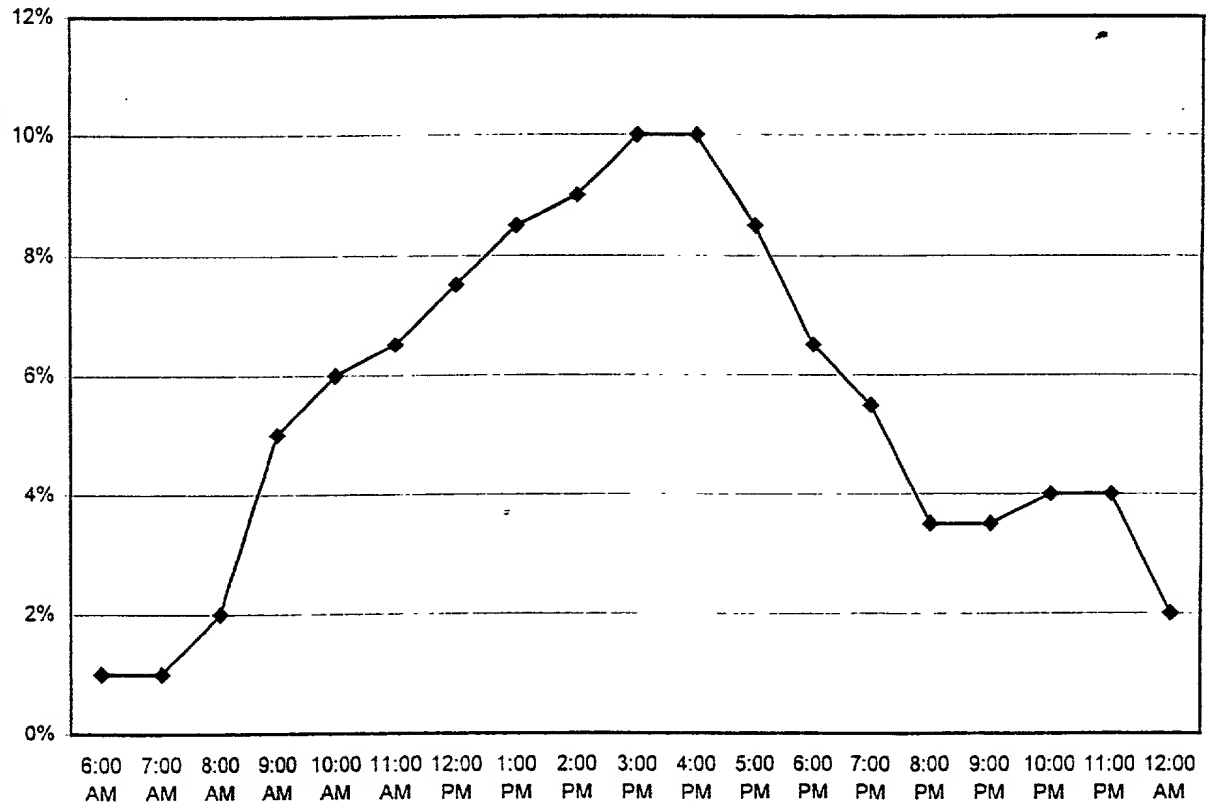
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Fig. 13

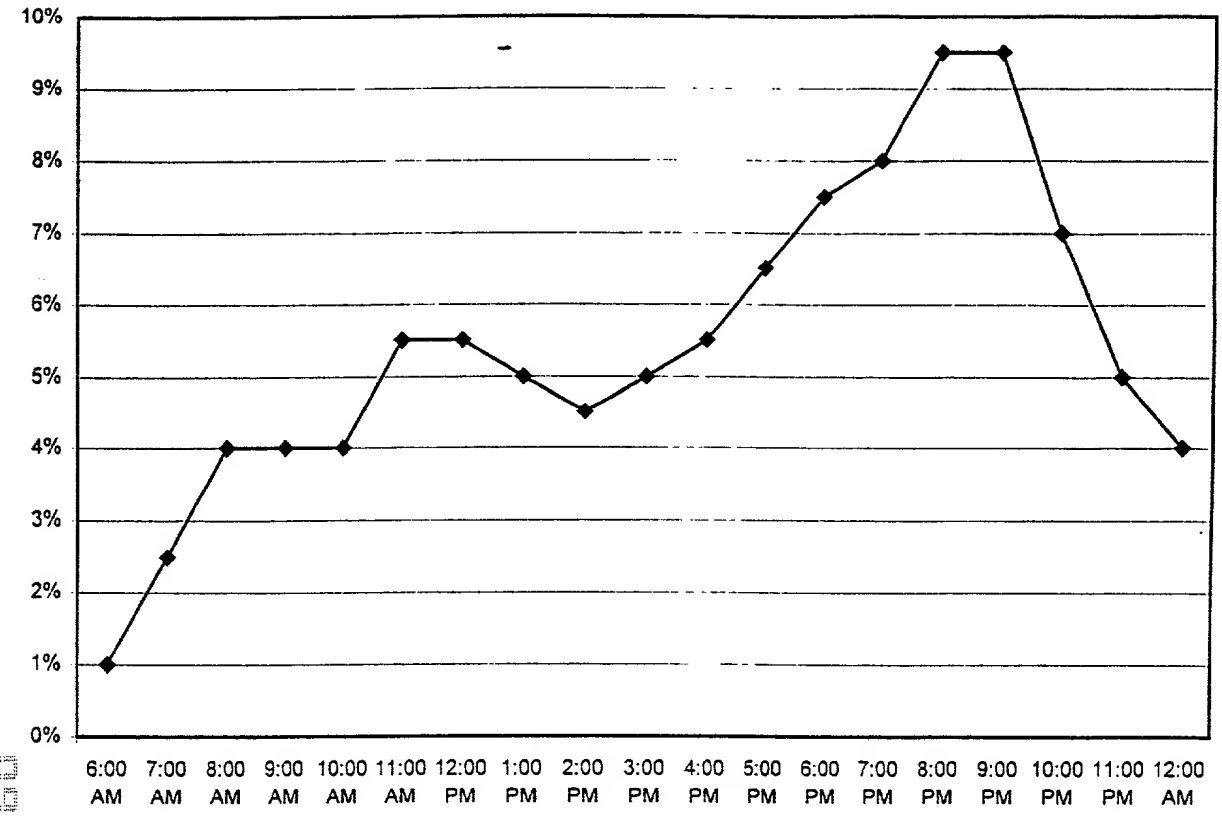
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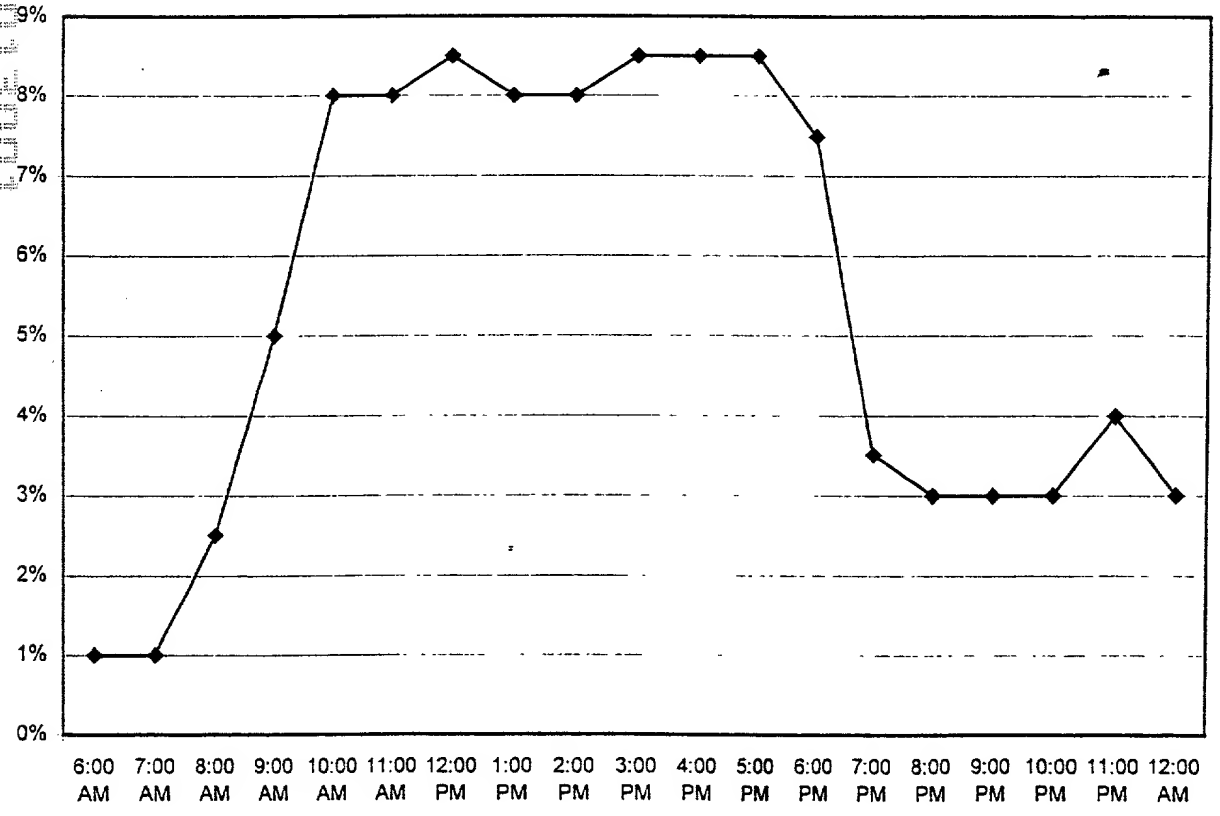
Fig. 14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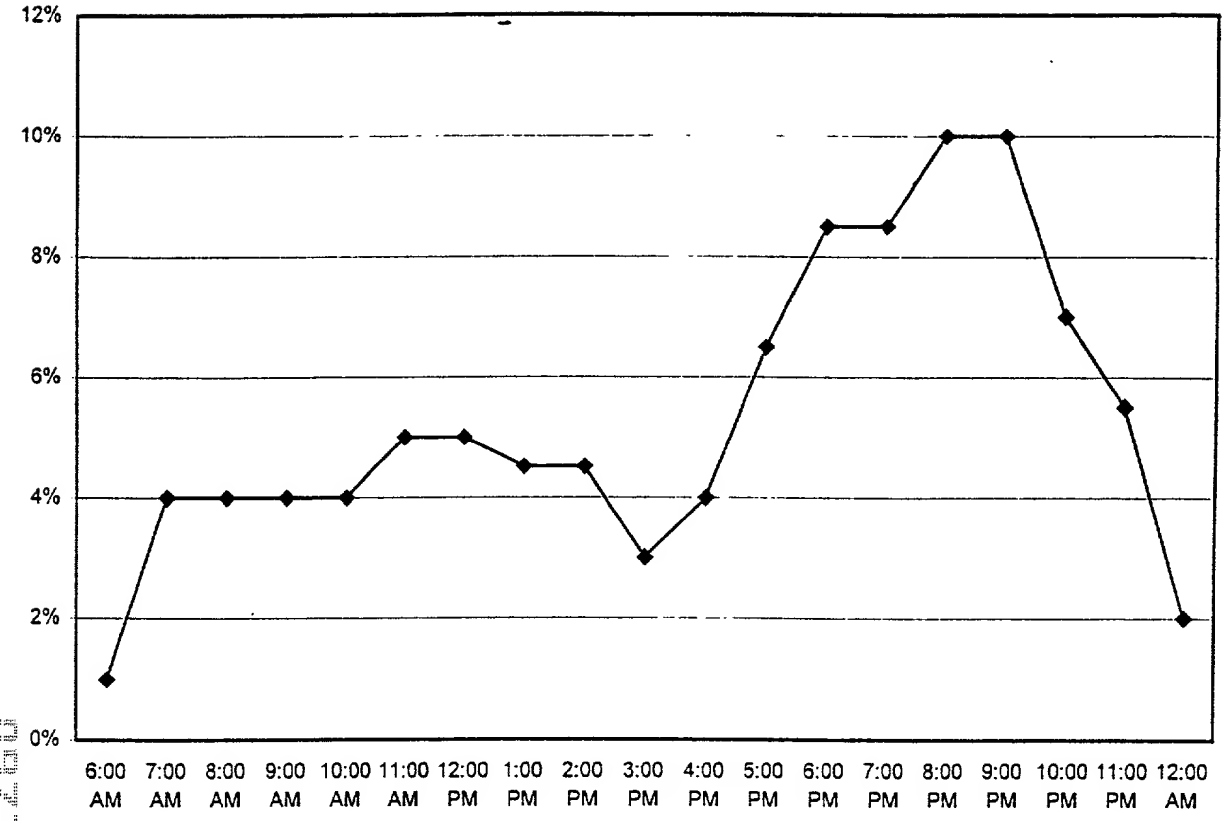
11:00 PM
12:00 AM

Fig. 15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10%
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7:00 PM
8:00 PM
9:00 PM
10:00 PM
11:00 PM
12:00 AM

Fig. 16

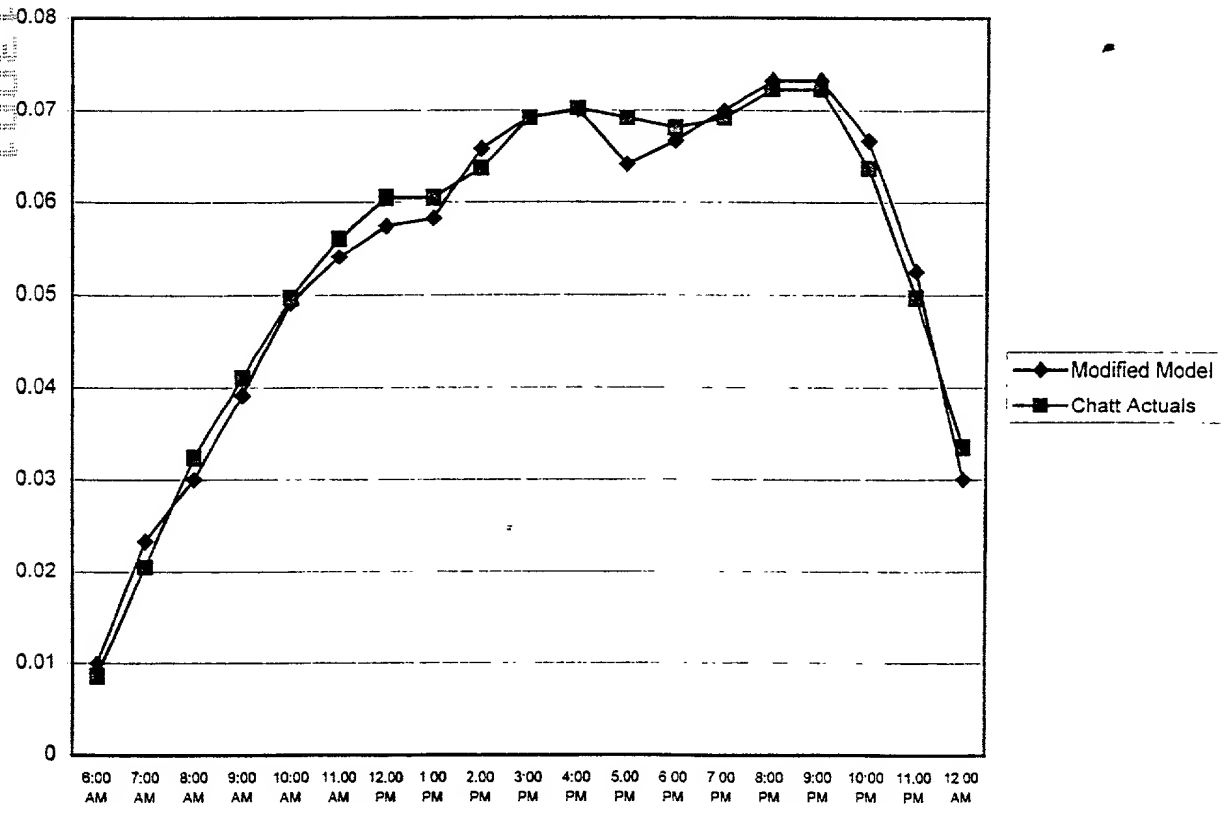
0.08
0.07
0.06
0.05
0.04
0.03
0.02
0.01
0
6:00 AM
7:00 AM
8:00 AM
9:00 AM
10:00 AM
11.00 AM
12.00 PM
1 00 PM
2.00 PM
3:00 PM
4:00 PM
5.00 PM
6 00 PM
7 00 PM
8:00 PM
9:00 PM
10:00 PM
11.00 PM
12 00 AM
Modified Model
Chatt Actuals

Fig. 17

EXHIBIT 99024260

Proof of Concept
Chattanooga

Cricket was EBITDA break-even in Chattanooga at 12 months

7.7% Penetration	**12 months 24,000 customers as of 2/29/00**	**5 years**
Costs in First Year		
Cost per Gross Add	**<$230**	**$550**
Support costs/Average Sub	**$5.60**	**$11.45**
Operations cost/MOU	**$0.013**	**$0.039**

FIG. 18

Capital Utilization

	Year From System Launch					
	1	2	3	4	5	10
	(In Thousands of Dollars)					
Cummulative Anticipated Capital Expenditure Per Subscriber (Average)						
PowerTel (GSM)	9,516	4,613	2,528	1,689	1,280	692
Sprint (CDMA)	19,367	4,349	1,860	954	729	586
Present Invention	2,354	2,628	1,949	1,183	877	550
Capital Expenditure Per Erlang (Average)						
PowerTel (GSM)	278	163	98	70	56	33
Sprint (CDMA)	968	217	93	47	36	29
Present Invention	47	52	38	23	17	11

Fig. 19

TOOETO" 9902760

Re-Engineering the Cost Structure

- Network Build-out
  - High capacity CDMA
    - Latest generation equipment
  - Efficient site loading
    - No underutilized roaming sites
  - Designed for residential calling patterns
    - Lower % peak usage
  - Capital requirement per customer 1/3 of typical PCS average in first year because of rapid customer acquisition

→ **Lower Capital Costs**

- Network Operations
  - Lower backhaul costs due to concentrated footprint
  - Favorable incoming/outgoing mix - lower interconnect cost
  - Elimination of roaming clearinghouse and anti-fraud costs

→ **Lower Network Operating Costs**

FIG. 20a

EDGETO" 99027760

Re-Engineering the Cost Structure (cont'd)

- Customer Acquisition
  - Attractive value proposition sells easily
  - Rapid, simple sales cycle
  - Direct distribution - high volume
  - Indirect distribution - no residuals or commissions
  - No credit checks

→ **Lower CPGA**

- Customer Service
  - High capacity, high quality networks
  - Simple monthly billing
  - Low customer care costs - fewer billing disputes
  - No bad debt, no fraud
  - Clear statement of coverage area

→ **Lower Back Office Costs**

FIG. 20D

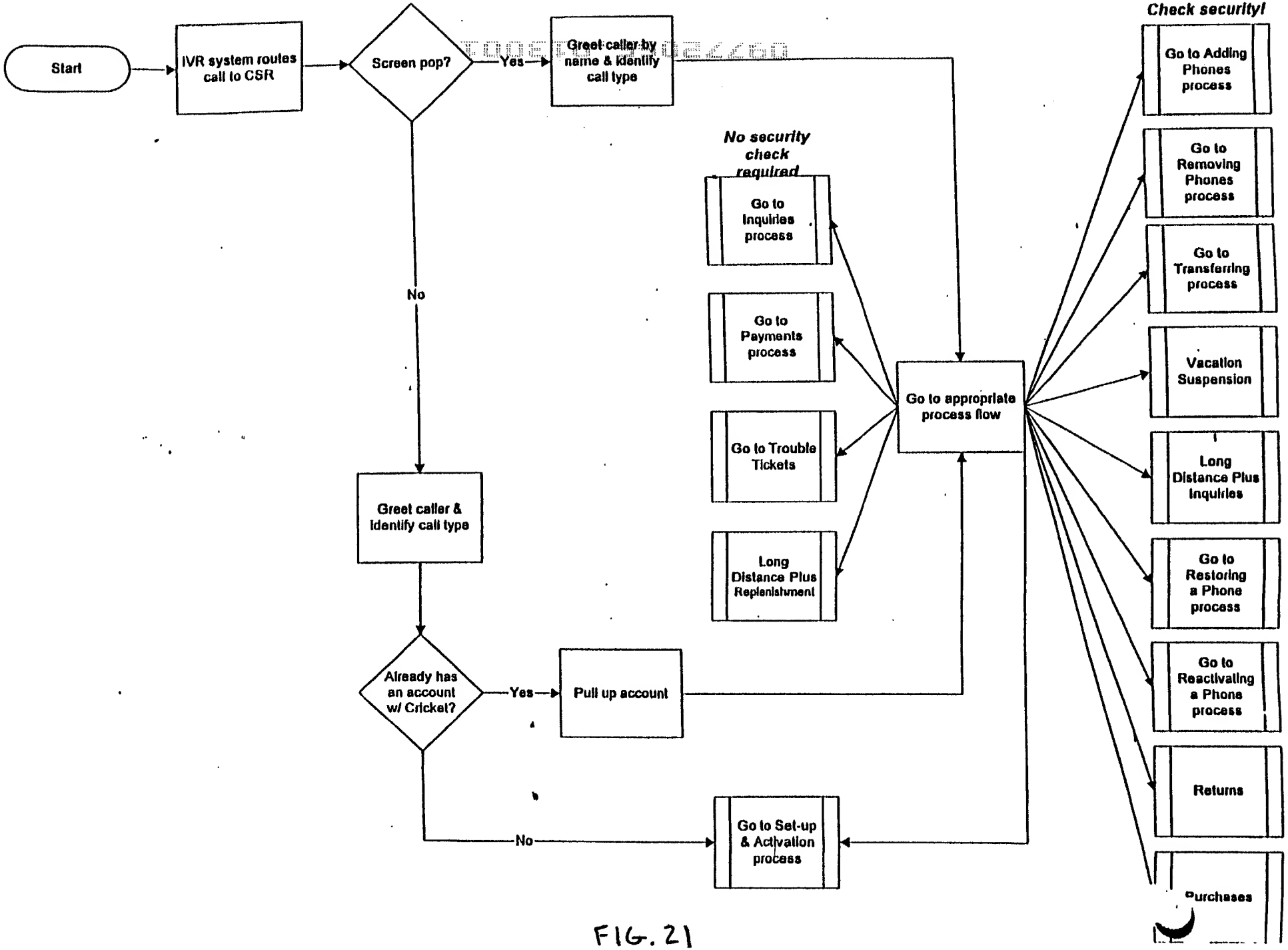
Start
IVR system routes call to CSR
Screen pop?
Yes
Greet caller by name & identify call type
No
Greet caller & identify call type
Already has an account w/ Cricket?
Yes
Pull up account
No
Go to Set-up & Activation process
No security check required
Go to Inquiries process
Go to Payments process
Go to Trouble Tickets
Long Distance Plus Replenishment
Go to appropriate process flow
Check security!
Go to Adding Phones process
Go to Removing Phones process
Go to Transferring process
Vacation Suspension
Long Distance Plus Inquiries
Go to Restoring a Phone process
Go to Reactivating a Phone process
Returns
Purchases

FIG. 21

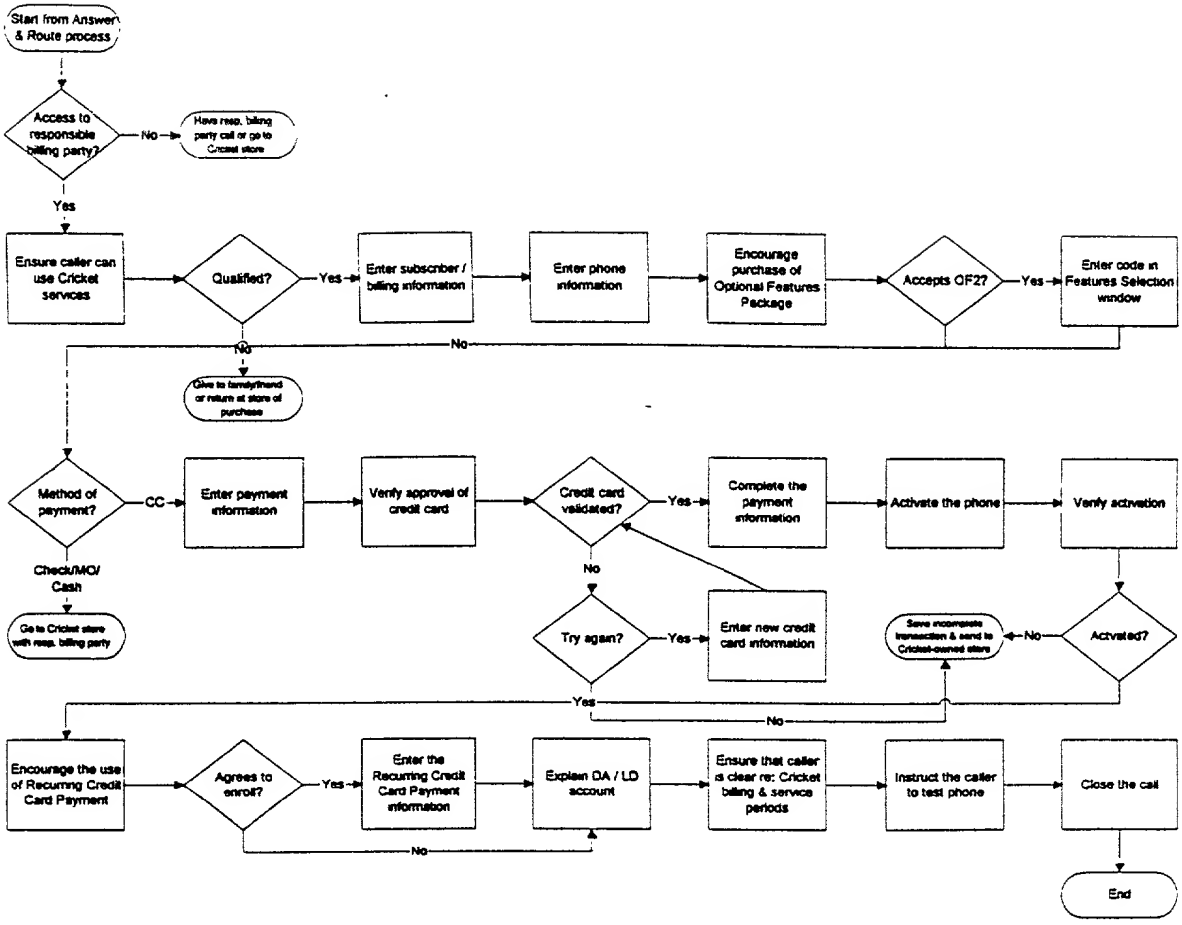
Start from Answer & Route process
Access to responsible billing party?
No
Have resp. billing party call or go to Cricket store
Yes
Ensure caller can use Cricket services
Qualified?
Yes
Enter subscriber / billing information
Enter phone information
Encourage purchase of Optional Features Package
Accepts OF2?
Yes
Enter code in Features Selection window
No
No
Give to friend/friend or return at store of purchase
Method of payment?
CC
Enter payment information
Verify approval of credit card
Credit card validated?
Yes
Complete the payment information
Activate the phone
Verify activation
Check/MO/ Cash
No
Go to Cricket store with resp. billing party
Try again?
Yes
Enter new credit card information
Save incomplete transaction & send to Cricket-owned store
No
Actvated?
Yes
No
Encourage the use of Recurring Credit Card Payment
Agrees to enroll?
Yes
Enter the Recurring Credit Card Payment information
Explain DA / LD account
Ensure that caller is clear re: Cricket billing & service periods
Instruct the caller to test phone
Close the call
No
End

FIG. 22

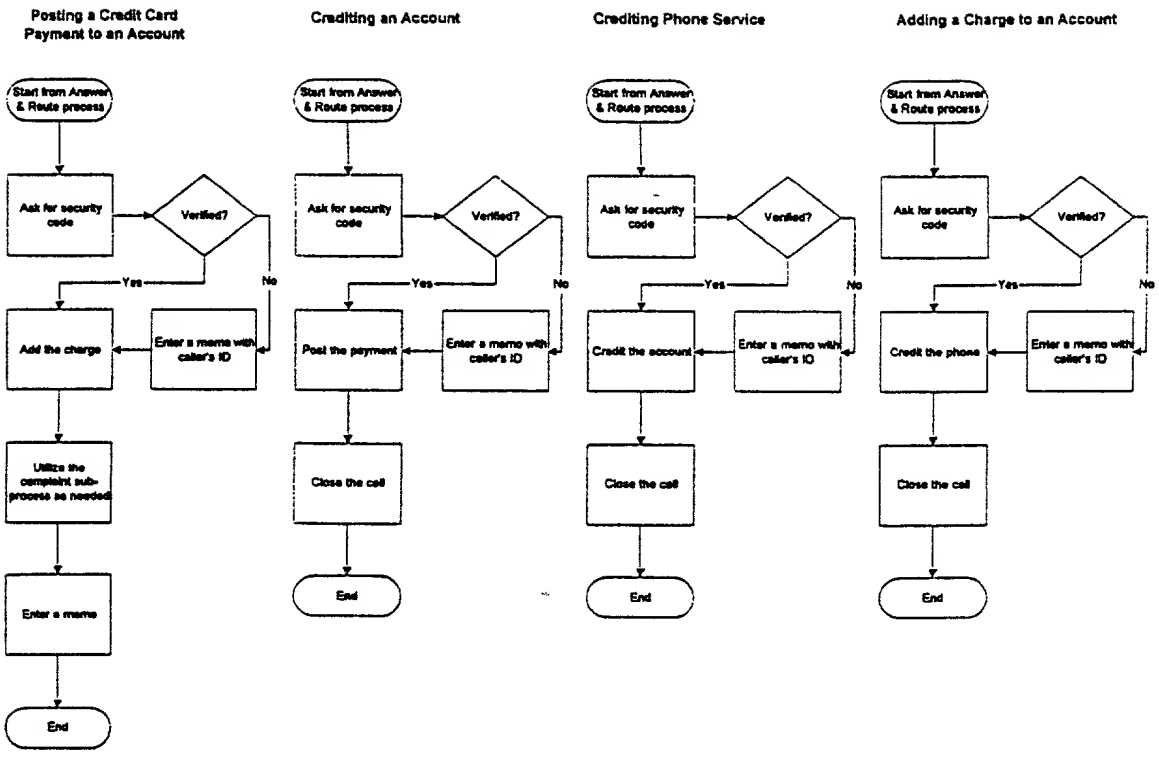
Posting a Credit Card Payment to an Account
Start from Answer & Route process
Ask for security code
Verified?
Yes
No
Add the charge
Enter a memo with caller's ID
Utilize the complaint sub-process as needed
Enter a memo
End
Crediting an Account
Start from Answer & Route process
Ask for security code
Verified?
Yes
No
Post the payment
Enter a memo with caller's ID
Close the call
End
Crediting Phone Service
Start from Answer & Route process
Ask for security code
Verified?
Yes
No
Credit the account
Enter a memo with caller's ID
Close the call
End
Adding a Charge to an Account
Start from Answer & Route process
Ask for security code
Verified?
Yes
No
Credit the phone
Enter a memo with caller's ID
Close the call
End

FIG. 23

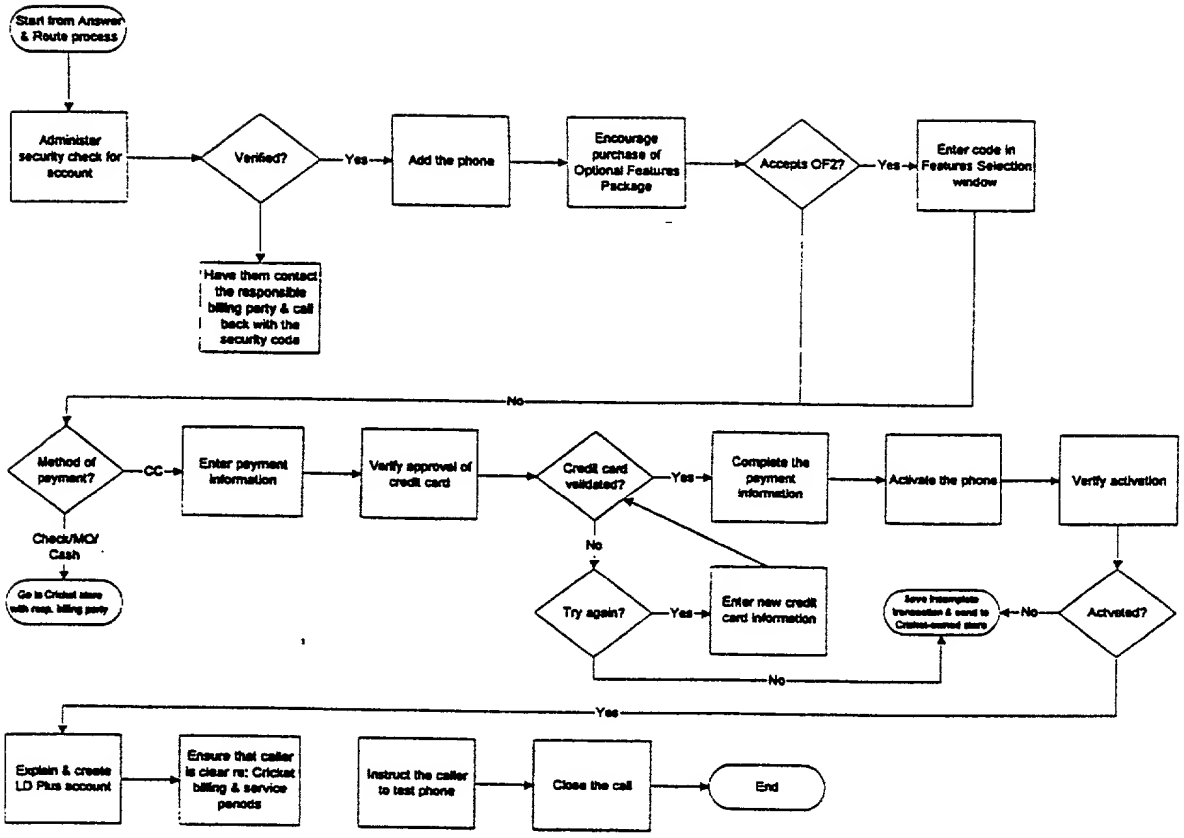
Start from Answer & Route process
Administer security check for account
Verified?
Yes
Add the phone
Encourage purchase of Optional Features Package
Accepts OF2?
Yes
Enter code in Features Selection window
Have them contact the responsible billing party & call back with the security code
No
Method of payment?
CC
Enter payment information
Verify approval of credit card
Credit card validated?
Yes
Complete the payment information
Activate the phone
Verify activation
Check/MO/ Cash
No
Try again?
Yes
Enter new credit card information
No
Activated?
No
Yes
Explain & create LD Plus account
Ensure that caller is clear re: Cricket billing & service periods
Instruct the caller to test phone
Close the call
End

FIG. 24

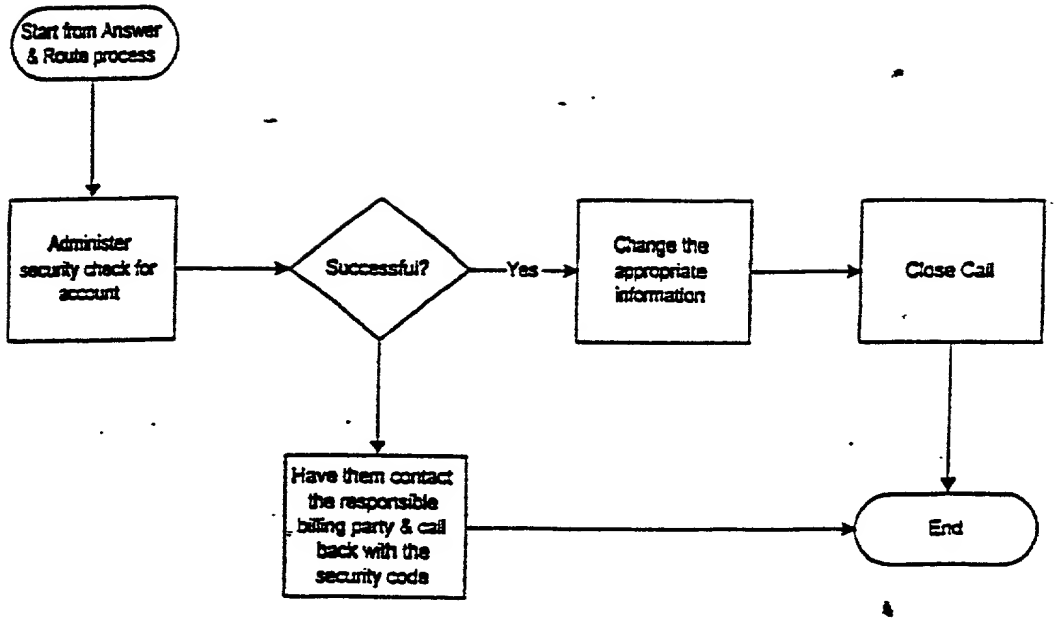
Start from Answer & Route process
Administer security check for account
Successful?
Yes
Change the appropriate information
Close Call
Have them contact the responsible billing party & call back with the security code
End

FIG. 25

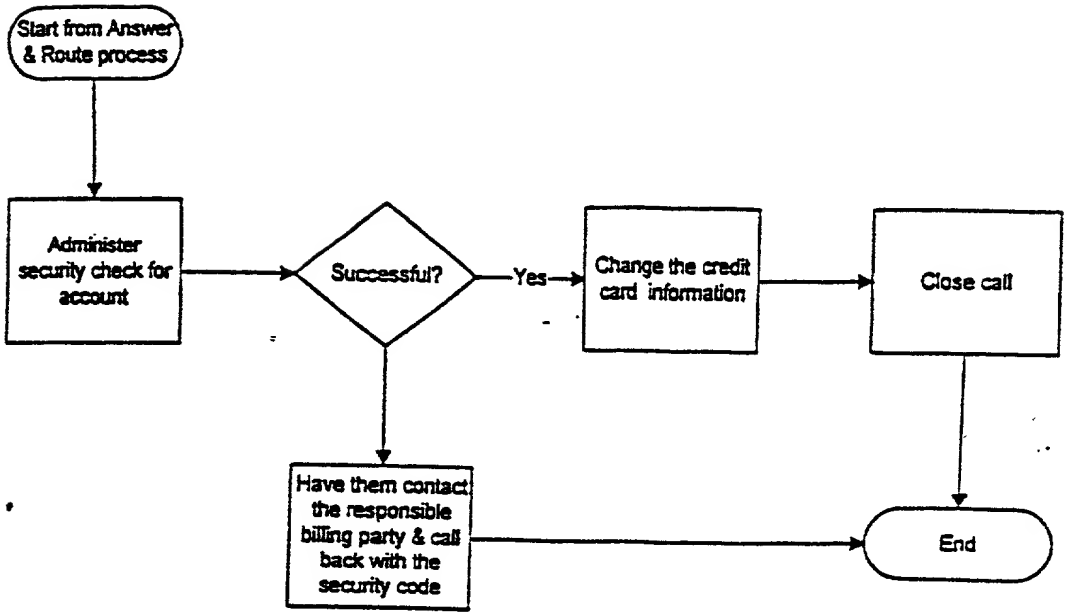
Start from Answer & Route process
Administer security check for account
Successful?
Yes
Change the credit card information
Close call
Have them contact the responsible billing party & call back with the security code
End

FIG. 27

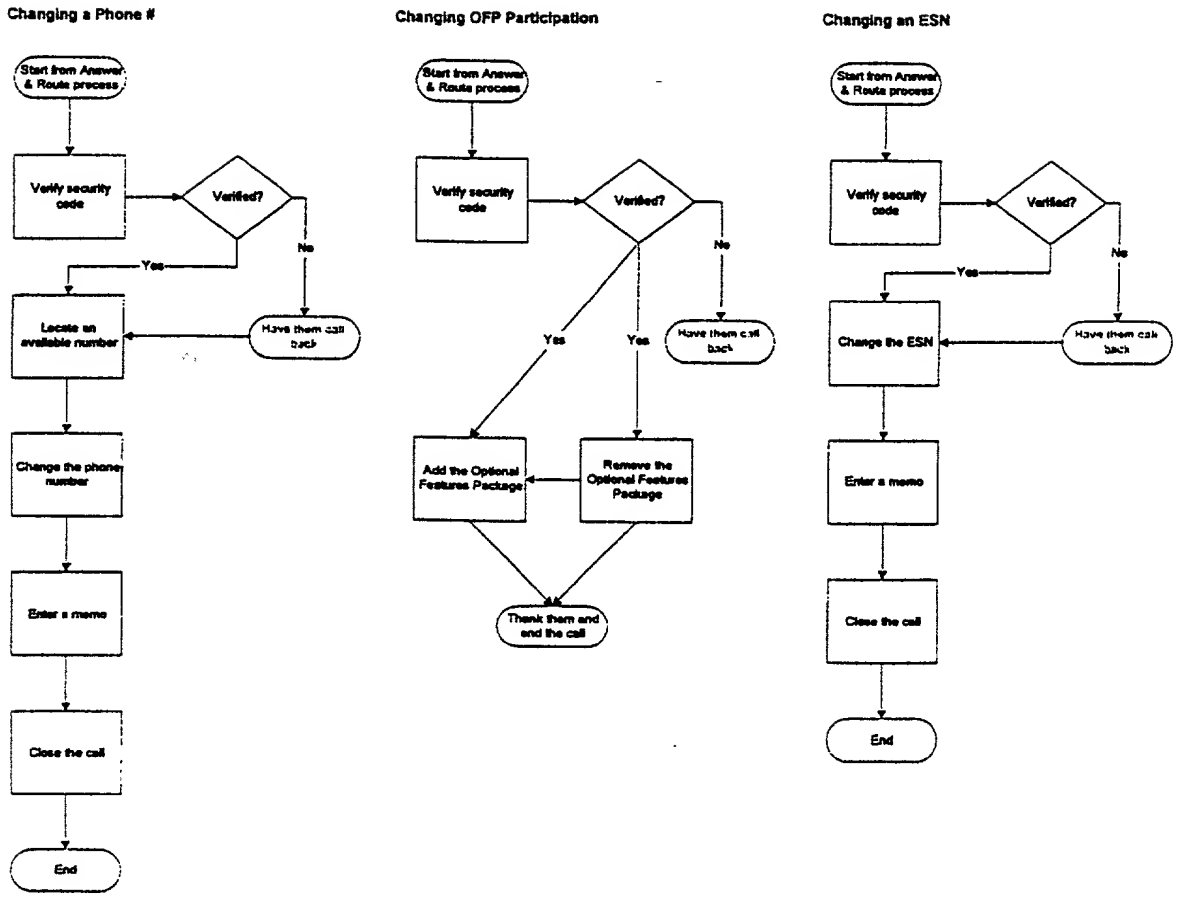
Changing a Phone #
Start from Answer & Route process
Verify security code
Verified?
No
Yes
Locate an available number
Have them call back
Change the phone number
Enter a memo
Close the call
End
Changing OFP Participation
Start from Answer & Route process
Verify security code
Verified?
No
Yes
Yes
Have them call back
Add the Optional Features Package
Remove the Optional Features Package
Thank them and end the call
Changing an ESN
Start from Answer & Route process
Verify security code
Verified?
No
Yes
Change the ESN
Have them call back
Enter a memo
Close the call
End

FIG. 26

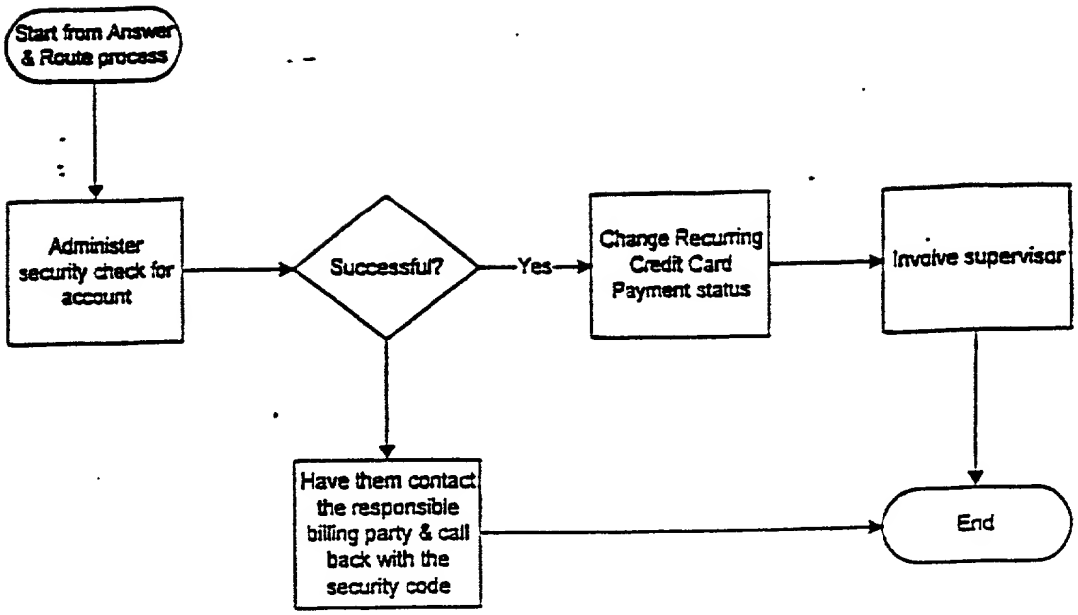
Start from Answer & Route process
Administer security check for account
Successful?
Yes
Change Recurring Credit Card Payment status
Involve supervisor
Have them contact the responsible billing party & call back with the security code
End

FIG. 28

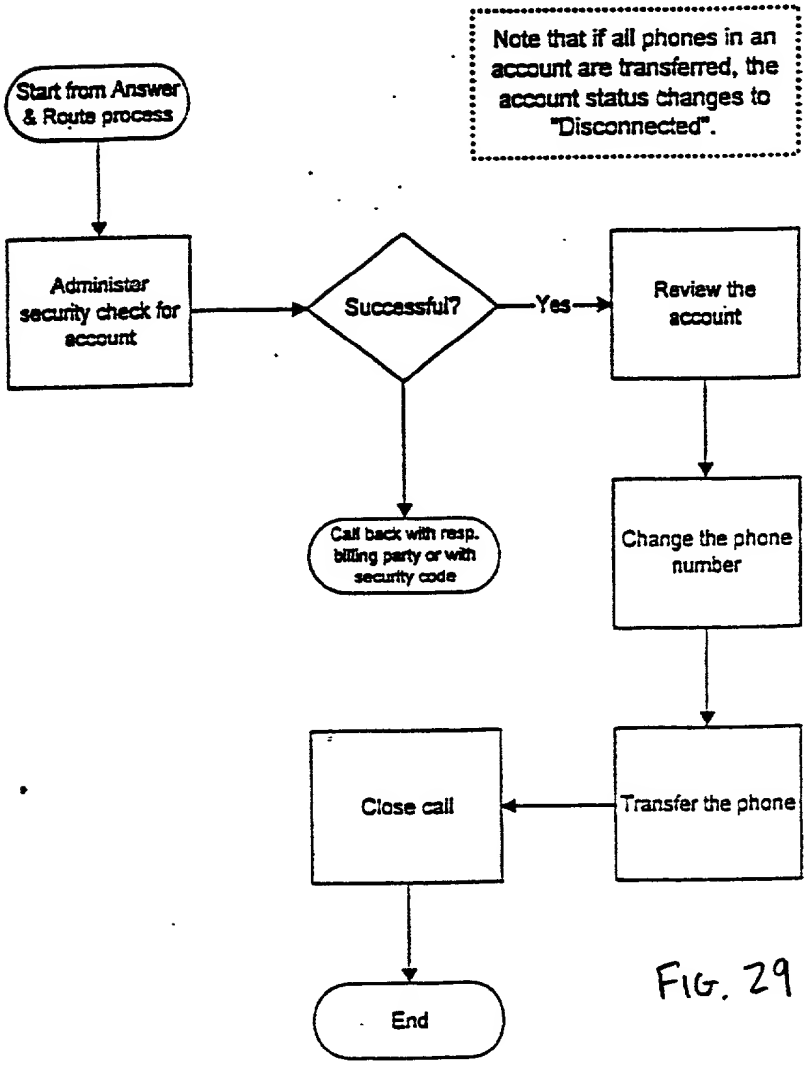
Note that if all phones in an account are transferred, the account status changes to "Disconnected".
Start from Answer & Route process
Administer security check for account
Successful?
Yes
Review the account
Call back with resp. billing party or with security code
Change the phone number
Close call
Transfer the phone
End

FIG. 29

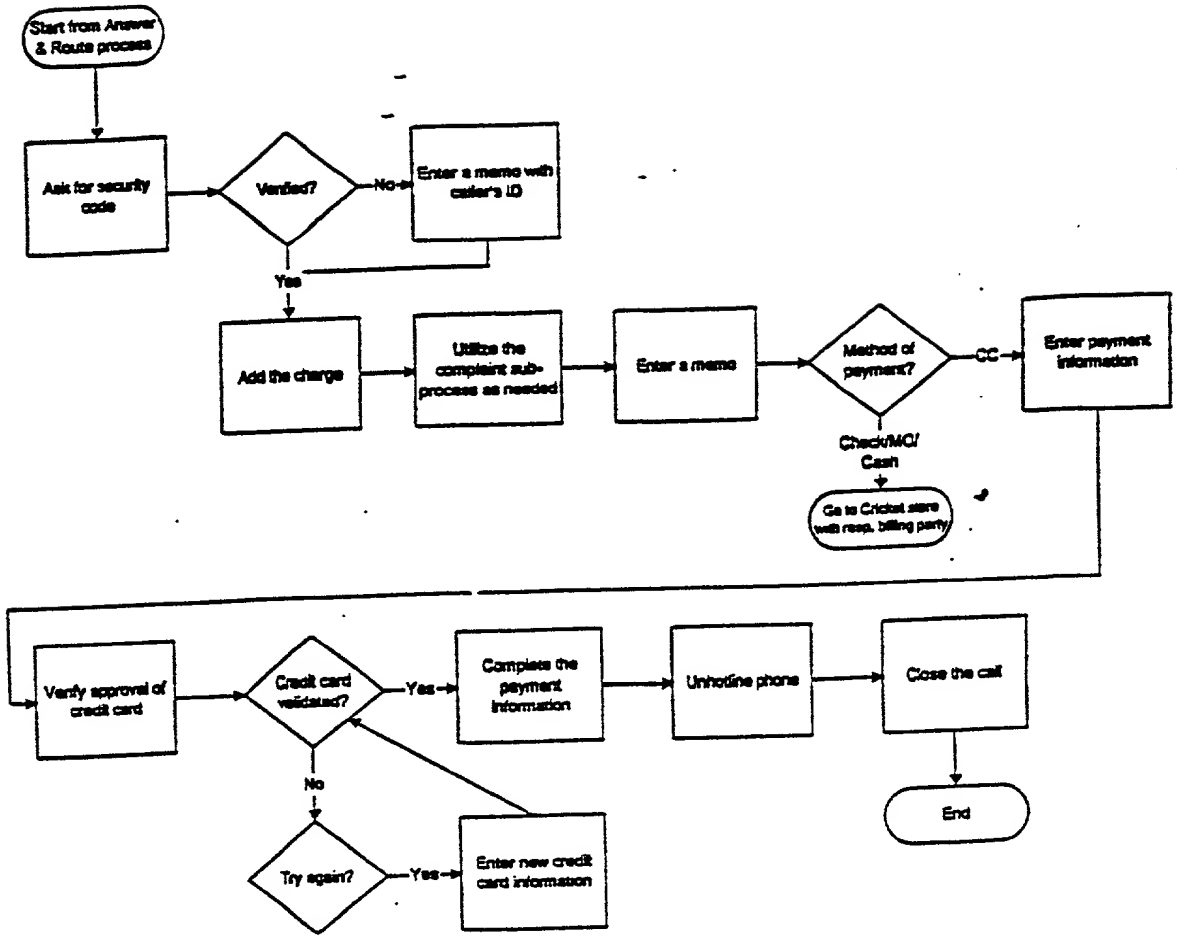
Start from Answer & Route process
Ask for security code
Verified?
No
Enter a memo with caller's ID
Yes
Add the charge
Utilize the complaint sub-process as needed
Enter a memo
Method of payment?
CC
Enter payment information
Check/MO/ Cash
Go to Cricket store with resp. billing party
Verify approval of credit card
Credit card validated?
Yes
Complete the payment information
Unhotline phone
Close the call
End
No
Try again?
Yes
Enter new credit card information

FIG. 30

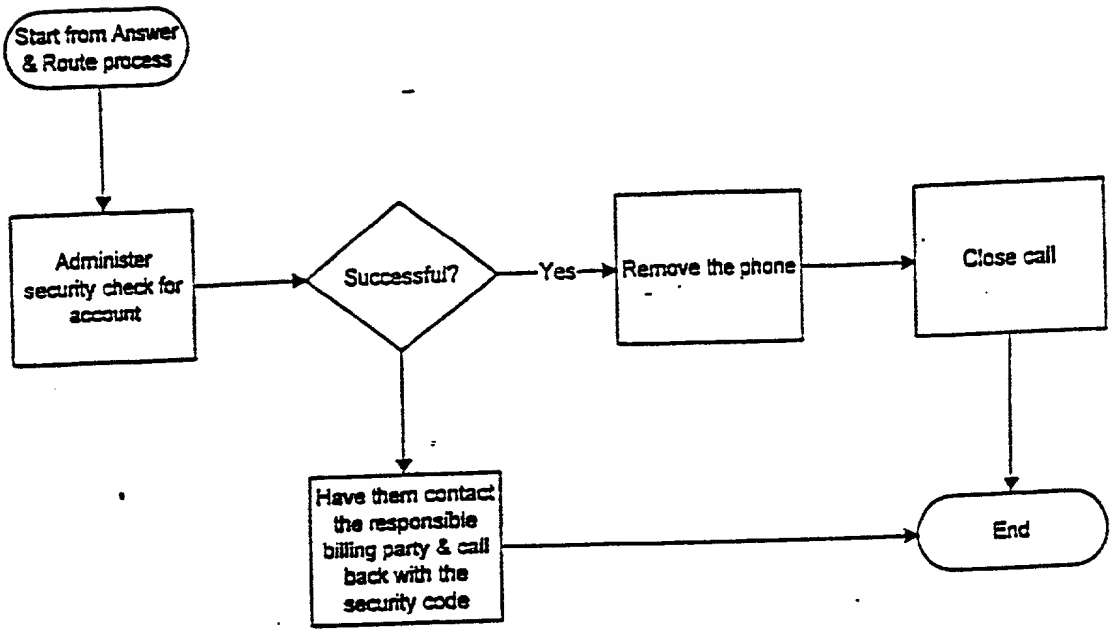
Start from Answer & Route process
Administer security check for account
Successful?
Yes
Remove the phone
Close call
Have them contact the responsible billing party & call back with the security code
End

FIG. 31

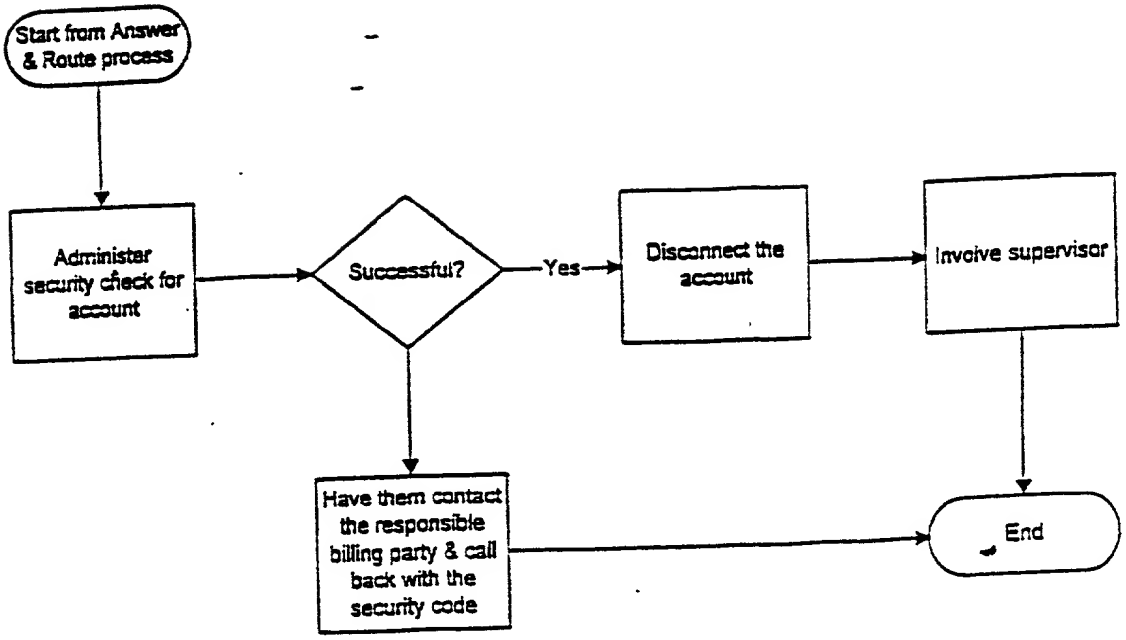
Start from Answer & Route process
Administer security check for account
Successful?
Yes
Disconnect the account
Invoive supervisor
Have them contact the responsible billing party & call back with the security code
End

FIG. 32

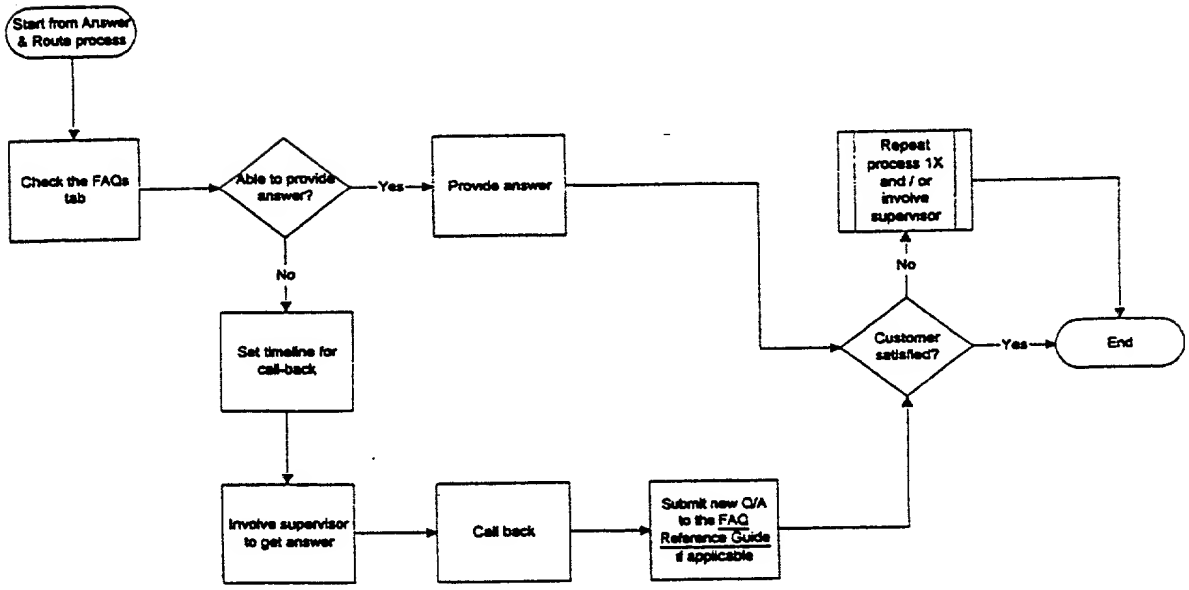
Start from Answer & Route process
Check the FAQs tab
Able to provide answer?
Yes
Provide answer
No
Set timeline for call-back
Involve supervisor to get answer
Call back
Submit new Q/A to the FAQ Reference Guide if applicable
Repeat process 1X and / or involve supervisor
No
Customer satisfied?
Yes
End

FIG. 33

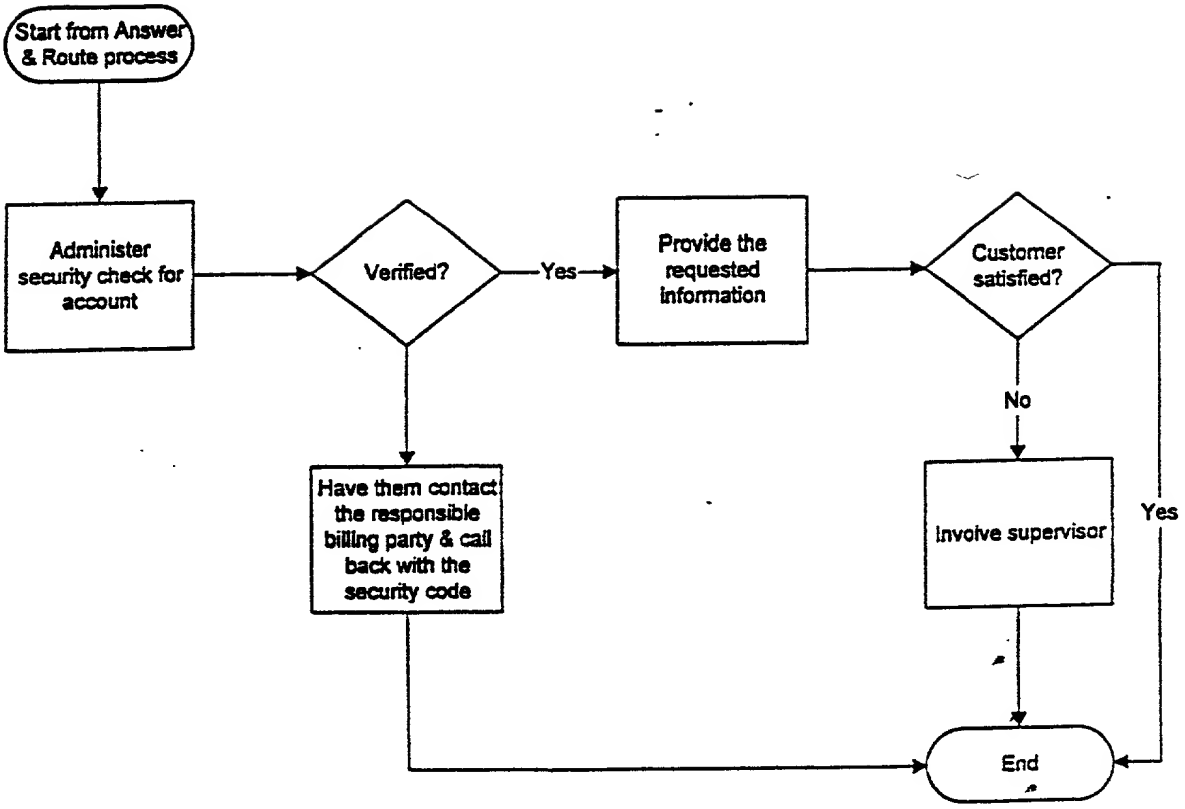
Start from Answer & Route process
Administer security check for account
Verified?
Yes
Provide the requested information
Customer satisfied?
No
Yes
Have them contact the responsible billing party & call back with the security code
Involve supervisor
End

FIG. 34